

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIV. NEW YORK, MARCH 20, 1901.

No. 12.



Facing on Spring Garden Street and extending from Sixteenth to Seventeenth Street. The disposition of the old mint (still in use) which stands on Chestnut Street, next to John Wanamaker's, has not yet been determined on.

The increased facilities for coining money respond to the growing production and consumption and successes in business.

"One conspicuous instance is well known of a great advertising success achieved by using the

Philadelphia Record
alone."--*Printers' Ink*, recently.

The RECORD has the circulation and the rate to allow the advertiser big profits. Ask us about it.

Here is the starting point—190,000 daily circulation at 25 cents a line. A postage stamp will bring you the next line.

Leo L. Cohn, Furrier, 730 Arch Street, Philadelphia, wrote us on Christmas day:

"We wish to express our appreciation of the results obtained from the 'Record's' advertising."

Like Warfare



Modern business is like warfare, and although the sinews are of a peaceful character, the contest depends on good generalship, modern weapons and a strategy that goes hand in hand with constant vigilance.

Advertising, skillfully and rightly directed, always taking advantage of changed conditions, is one of the modern weapons that carry within the element of commercial victory.

Such advertising must be well planned, well written and well placed. We like to hear from business men who want such advertising. We plan, write, illustrate, print and place publicity; we do all of these, or any desired part of them. If interested, call on or write to

GEO. P. ROWELL & CO.,

ADVERTISING AGENTS,

10 Spruce St.,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV.

NEW YORK, MARCH 20, 1901.

NO. 12.

THE ECONOMY OF SYMBOLISM.

By James H. Collins.

Stripped of its various forms and modifications, all advertising conforms to a single principle: The commodity to be exploited stands for an idea; this idea is to be spread to a certain clientele—a greater or less number of people who will be peculiarly interested in it; lastly, this idea, once made known, must be kept before its clientele. This is the bare philosophical skeleton of publicity.

Reduced thus to nutshell dimensions, it is apparent that economy should be the chief consideration in the contriving of machinery for spreading and perpetuating the idea—the commodity. The idea must be put before its clientele as cheaply as possible, consistent with thoroughness, and after the first cost of making the commodity known has been borne by the advertiser, he must devise reasonably inexpensive means of keeping it alive in its public's mind. Upon the cost of doing this depends the success or non-success of his campaign. If he plans carefully, every dollar of expenditure will become an animated particle in his publicity machine, working continually for his interest. If his plan is loose and vague, his dollars will become leaden and roll out of his reach forever. Every penny's worth of space must be an investment, and every line printed must be a feeder for every subsequent line. Deadwood is loss. Publicity pays best when it runs in a continuous chain.

Symbols are the readiest means by which advertising campaigns can be made continuous. A symbol is an idea compressed to its least compass. The life of the whole human race is translated

into symbols, and men have no other means of communicating thoughts. When your novelist wishes to describe an April day he writes a line or two of "budding trees, springing grass, joyous birds and newly-awakened nature." Of themselves these things do not make an April day, but they are the most prominent characteristics of one—symbols readily recognized by readers. An artist cannot paint each individual hair in his sitter's head, but he puts into the portrait a mass of light and shade that symbolizes the whole. Music and sculpture are likewise modes of symbolizing; words are merely compressed ideas; in fact, everything in life and nature is represented in outline—by suggestion. Books, songs and pictures are phases of human affairs or natural phenomena concentrated into little portable symbol capsules. There is no other adequate mode of expression.

This symbolic principle is readily applicable to advertising, for advertising is nothing but expression of ideas. All successful advertisers use symbols more or less, and it is not too much to claim for the principle that all advertising is profitable in proportion to the symbolism incorporated into it. Take, for example, a new butter cracker. There are dozens of details in the baking of such a commodity, other dozens of details about the materials that go into its making, and still other dozens to its marketing. To give a painstaking, exact account of its history, excellences and special characteristics would take the sixty pages of a Sunday newspaper.

As the first step in exploiting such a cracker the advertiser calls it "Uneda Biscuit," thus distinguishing it by a name-symbol from

all other butter crackers. Then he makes up an initial ad of symbols that will stand for its special good qualities. "Pure Minnesota flour" is a compact history of the gathering and grinding of the grain itself; "clean bakers and workrooms" paints a huge detail of its manufacture in four words; "waterproof package" is equal to a column of agate description. Out of the whole complicated process a half dozen such symbols are drawn and printed in the ads that are to place the product before its clientele. The effect is the very best that can be attained, for readers have imagination enough to fill out the picture and make further description unnecessary—would hardly read more if it were printed.

When the first lot of symbols has been thoroughly diffused among butter cracker eaters the advertiser can take steps to compact his story further. There comes a time when every one knows that "Uneeda Biscuits" are made from pure flour, by scrupulous bakers, in clean factories, and that they are packed in tight cartons. The story has been told over and over in the preparatory advertising, and many have tried the goods themselves. The bare name has now become a symbol. It means something, for it represents a certain idea. The way has been prepared for reduction of space. From quarter-page illustrated ads the advertiser drops easily to a plain four-line-pica name in an inch double column—"Uneeda Biscuit." Somewhere (in the dailies, preferably) the original story must be printed once in a fortnight, but the bare name-symbol will carry sufficient weight of itself on billboards, bulletins, grocery cards and in the street cars and minor mediums.

"Hood's cures," "see that hump," "they work while you sleep," "you press the button," "children cry for it"—these are the symbols that represent ideas—symbols that have been diffused by the expenditure of thousands of dollars, but which have the force of every penny of that ex-

penditure behind them. By no other means could the Kodak or DeLong or Cascaret companies have made their advertising tell so directly.

There is much in the selection of a fit symbol. Every business can be reduced to a simple trade-mark or catch-phrase, but there are hundreds of firms to-day spending good dollars to exploit symbols that are lifeless and meaningless. Every successful symbol is imitated by witless advertisers—witness the variations on "Uneeda"—and but one advertiser in the thousand hits upon the word or phrase that sums up his idea clearly and succinctly. It is said that, while no one ever adds a word to our language, the dictionaries grow yearly. It might as truthfully be said that no one ever makes a trade symbol. Hundreds are put forth monthly, but only the fittest survive in the brains of the public. Ninety-nine in the hundred drop out of sight because they do not fulfil their true purpose—do not stand for the main idea of the business or commodity they are meant to represent. "You press the button" is a vigorous description of a Kodak camera and its workings, and carries meaning in its every letter. Can as much be said for every advertising phrase that enters the arena? What would have been the result if the Kodak people had used a motto such as "Our cameras require no special photographic skill" or "Every one loves to make pictures with a Kodak"?

It is said that only one-tenth of the vast mass of advertising pays. The useless nine-tenths resembles the wild bullets in a battle—goes off into space and hits nothing. If it were used wisely—as a force back of a fit trade symbol—more of it would find a mark.

ONE UNODIOUS COMPARISON.

Friend (as one passes)—What is more attractive than a beautiful woman?

Busiman (mopping his brow)—Don't know; unless it is that ad of mine in PRINTERS' INK.

A BICYCLE advertiser makes this suggestion:

"Bicycles are down. Jump on them!"

THE SPECIAL ISSUES OF
PRINTERS' INK.

PRINTERS' INK, "a journal for advertisers," should be read by every business man, because every business success nowadays depends in some measure on advertising, and the thoughtful study of advertising matters is not only interesting, but is an essential factor in everyday and modern business methods and success.

PRINTERS' INK, sometimes called "The Little Schoolmaster in the Art of Advertising," is the representative journal of its class. It is the leader, the originator and aims to make its influence larger by making each week's issue the sort of a paper an advertiser and a business man should read. It also seeks to secure a larger subscription list among business people who are inclined to advertise successfully, and who above all seek information that will enable them to accomplish the desired results. With the object of showing that PRINTERS' INK is the paper which will give the information sought and of increasing the circulation, as well as securing more advertising patronage which will come because of increased circulation and influence, it is the purpose to issue several sample copy editions of PRINTERS' INK, as follows:

MARCH 20TH.
NEWSPAPERS.

The March 27th issue will be the sample copy edition for Newspapers and will go to press on Wednesday, March 20th.

Besides securing the subscription and business of the newspaper man, we want him to subscribe for PRINTERS' INK, to recommend PRINTERS' INK, and in every way help its circulation among his advertising patrons who are advertising to a limited extent but might advertise more.

Every newspaper office in the country, 21,739 in all, will receive a copy of this issue.

Advertisers and supply men, especially dealers in paper, printing inks, photo-engraving, half-tones, advertising novelties, electrotypes, stereotypers, type founders,

printing presses, typesetting machines, metal and printers' furniture, as well as office supplies and furniture (or anything used in the mechanical, editorial or business end of a newspaper) will do well to take advantage of the advertising opportunity that this edition will give them of addressing the very class of people they would like to do business with.

A page costs \$100, half page \$50, quarter page \$25—by the line 50 cents, classified advertising (no display) 25 cents a line.

The last day order and copy can be received for this issue is Wednesday, March 20th.

APRIL 3D.
SCHOOLS.

The April 10th issue, designated as the School Edition, will go to press on Wednesday, Apr. 3, and a copy will be sent to the schools and institutions of learning in the United States. The directory which will be used in addressing the schools is the most complete of its kind.

The Little Schoolmaster in the art of advertising feels confident that if all school managers subscribed to PRINTERS' INK for a year that the year's tuition in advertising matters, as taught in its pages, would not only be the cheapest \$5 worth they ever had but also that the number of schools advertised and the good advertisements used would increase with a jump and the space used by most schools would be larger than a half inch.

Newspapers and magazines are invited to use this issue of PRINTERS' INK for advertising the merits of their publications to all the schools in the country. The time will be right to influence this class of business.

The advertising rates will be: A page \$100, half page \$50, quarter page \$25, by the line 50c., or if classified, without display, 25c. a line.

Order and copy for advertising in the School Edition of PRINTERS' INK will be in time if received by Wednesday, April 3.

APRIL 17TH.
HOTELS AND SUMMER RESORTS.

The April 24th issue of PRINT-

ERS' INK will be the Hotel and Summer Resort Edition and a copy of the paper will be addressed and sent out to every hotel and summer resort in the United States and Canada.

Newspapers and magazines that desire hotel and summer resort advertising, and those that maintain information bureaus for travelers—those that make special rates for this class of business—will do well to take advantage of the opportunity this edition will give them of presenting the value of their mediums and their inducements to all the hotel and summer resort proprietors in the country.

Advertising rates for this issue: Page \$100, half page \$50, quarter \$25, lines 50 cents, or if classified, without display, 25 cents a line.

Order and copy must be in our office by Wednesday, April 17th.

Three Special Issues addressed to advertisers only—as follows:

No. 1. Advertisers of Greater New York—May 1.

No. 2. Advertisers of Chicago, Philadelphia, Boston, Baltimore, Newark, Jersey City—May 8.

No. 3. General Advertisers—May 15.

The May 8th issue of PRINTERS' INK will go to press May 1st and a copy will be sent to the advertising manager personally of every concern which is an advertiser in Greater New York. The list consists of upward of 3,000 names, compiled after a personal visit to every firm, and has the cream of all the advertisers in the whole United States.

The issue of May 15th, which goes to press May 8th, will be addressed in the same way as the edition of May 8th, to those general advertisers outside of Greater New York—more than 2,000 names in all. PRINTERS' INK as the best exponent of good advertising has, no doubt, many of the firms on its mailing list now. "The Little Schoolmaster," however, is not satisfied. He believes that every concern, every advertising manager, should be a subscriber; a member of his class. The

weekly issues of PRINTERS' INK are so brimful of valuable suggestions to an advertiser that he really cannot afford to miss one of them. If he doesn't need any more teaching he needs PRINTERS' INK to keep him abreast of the best thoughts and the latest ideas on advertising.

The issue of May 22nd, which will go to press May 15th, will be sent to a list of about 12,000 general advertisers all over the country.

This list was made by the Geo. P. Rowell Advertising Agency by clipping from the papers the advertisements of those concerns that used the various papers which came to the office. These names make an unusual list somewhat out of the rut of directory names.

Inasmuch as these three issues of PRINTERS' INK will be sent to a large number and every kind and sort of an advertiser interested in general advertising, every newspaper, whether it be a class paper, a trade paper, or a daily paper, and every magazine of any importance will do well to take advantage of the opportunity the special issues will afford them for telling in the advertising pages of PRINTERS' INK their own story of merits, in their own way.

A page in one issue will cost \$100, two issues \$200, three issues \$300; half and quarter pages pro rate; by the line, 50 cents each insertion, or if classified without display, 25 cents a line each insertion.

The last day copy can be received is:

Advertisers of Greater New York, May 1.

Advertisers outside Greater New York, May 8.

Advertisers Agency List, May 15.

CHICAGO.

Chicago, the marvel of the century, has always been well advertised, and yet during the present month new efforts are being put forth to win first place in the great competition of cities. General plans for advertising the advantages of Chicago as a center for new manufacturing industries are being formulated by a special industrial committee of the real estate board, and the work of publicity to be carried into the principal cities of Europe and the United States.—*Pacific Coast Advertising.*

IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A YEAR, AND THE AMERICAN NEWSPAPER DIRECTORY (ISSUED QUARTERLY AT \$5 A QUARTER), \$20 A YEAR. ADDRESS GEO. P. ROWELL & CO., PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

AN ADVERTISING CARNATION.

Under the title, "Unique Advertising Novelty Invented by a Woman," the Atlanta (Ga.) News became enthusiastic in the following strain:

Some years ago Mrs. Marion Wallace Randolph, a Virginia woman and an artist, had a studio in Pittsburg, Pa. She did little studies in oil and water colors, and, while fairly successful in disposing of them, believed that a novel way of advertising would introduce her work to the community and bring in orders more rapidly.

For several days she thought of the matter, trying to find something artistic and unique enough to attract attention. One morning, just as she waked, there flashed in her mind this little couplet:

"Knowledge is power;

The key you will find in the heart of a flower."

At once a solution of her problem was pictured to her mind, and the advertising novelty, which was subsequently patented, became a reality. The little tissue paper flower, with a hollow calyx, into which a catchy advertisement, written on tissue paper, is inserted, was the outcome of all this thinking and planning and has proved a money-making investment.

The flowers are made generally to represent carnations, but the specifications cover any kind of flower that would be suitable for the purpose of advertising. A string folded in with the center is pulled and the concealed advertisement is revealed, often to the great surprise of those who "didn't know it was loaded."

About two years ago a large number were used at a church bazaar in Cleveland, Ohio, the same church of which Mark Hanna is a member. Mrs. Hanna was so pleased with the decorations that she gave a large order and used them at a pink tea. During Mark's campaign for senator his friends used numbers of the carnations as boutonniers. Inside they bore the legend, "Vote for Mark Hanna!"

The flower was entered in a contest in Washington City and took the medal for being the most attractive advertising novelty ever entered in the patent office. Senator Stewart, of Nevada, was a member of the committee.

The carnations have been used not only for advertising purposes and for decorations, but have also done duty to carry invitations to parties, the guests all wearing them as a kind of admission card.

Mrs. Randolph came South more than a year ago. Here she has worked up a fine business in connection with her little invention, employing between thirty and forty women to write the advertisements for her, which they do at their homes, on little typewriters furnished by her, and specially adapted for use on tissue paper. The steel keys of the ordinary machine will not do for work of this character.

Mrs. Randolph acts as agent for this

little typewriter, which has rubber keys and sells for fifteen dollars. She signs an agreement with every purchaser of one to furnish home work for a year. This work consists of advertisements of fifty to two hundred words, type-written on tissue paper slips, furnished by her, and paid for promptly upon the delivery of every thousand slips. She holds receipts for hundreds of dollars paid to women in Atlanta during her year's residence here. About a hundred girls and women are employed in making the flowers.

Mrs. Randolph has filled orders from many large firms, amounting in one instance to 100,000, the average being about 2,500. Two well known firms in Atlanta have used the carnations to advertise special goods, and it is quite a familiar sight to see them in the button-holes of their numerous customers.

ETERNAL FITNESS.

It is possible to make your printed matter so elaborate that it overshadows the thing advertised, just as the modern edition de luxe of your favorite author looks very well on your bookshelf, but you still cling to your old dollar and a half edition for comfortable reading. The one thing to bear in mind in deciding upon the general character, the form, the body of the catalogue, is its appropriateness to the business in hand.

Your catalogue is your salesman. You don't want to send out a man in a high hat and a come-in-at-the-waist frock coat of the latest mode to sell shoestrings on the street corners. Neither do you want to send a shabby, hoboesque-looking individual to the office of a Wall street magnate in the hope of interesting Old Moneybags in the latest New Jersey corporation. There is an eternal fitness which ought to be observed in all things.—*Agricultural Advertising.*

Most families have at some time been very reluctantly obliged to drop cereals from their breakfasts.

Highly nutritious and especially fitted for breakfast as every one knows cereal food to be, the "deadly monotony"

Malt Breakfast Food is a new departure in cereals.

It is the only cereal food containing malt.

It combines the appetizing, health-giving qualities of pure malt with the strength of the finest wheat.

Malt Breakfast Food

and heaviness of oatmeal and of all other cereal preparations make a change imperative.

In hundreds of such families Malt Breakfast Food has brought cereals back to their proper place as the ideal dish for the first meal of the day.

It makes a diet that is easily digested, readily absorbed, yields much nutriment and does not task the digestion.

It shows its superiority and that it is unlike any of the cereal preparations by the fact that it invariably pleases every member of the family.

JUST TRY IT.

ARGUMENTS FOR CEREALS. AD HERE REDUCED OVER ONE-HALF.

The Plain Dealer

...is To-day the...

**Leading "Want" Medium
of Cleveland.**

During the months of November, December and January THE PLAIN DEALER published 24,096 separate paid "Want" advertisements and *The Leader* 12,798, a total of nearly two to one in favor of THE PLAIN DEALER.

C. J. BILLSON

Manager Foreign Advertising Department

TRIBUNE BLDG., NEW YORK

STOCK EXCHANGE BLDG., CHICAGO

THE NEWSPAPER SITUATION IN CLEVELAND, OHIO.

By William A. Robertson.

Cleveland, the metropolis of Ohio, is the home of five English daily newspapers. In appearance, typographically, they will compare favorably with any city of its size in the United States. These papers are divided in two classes—morning and evening; these classes may again be divided in two—those of known and proved circulation, and those whose circulations are simply claims, without any effort at substantiation.

The papers named alphabetically are the *Leader*, the *Plain Dealer*, the *Press*, the *Recorder* and the *World*, the two first on the list being morning papers with afternoon editions, and the three latter being exclusively afternoon papers. Taking the papers in the order named, the first on the list is the *Cleveland Leader*, every morning and Sunday, with an afternoon reprint known as the *News and Herald*. The paper as it exists to-day is a consolidation of two morning and one afternoon paper, to wit: The *Cleveland Leader*, the *Cleveland Herald* and the *Evening News*. For a number of years the morning edition was known as the *Leader and Herald*, but for the last few years the paper has been known as the *Leader*. For a great many years the paper was in fact what it is in name, the *Leader*. It enjoyed the undisputed claim of having the largest circulation in Northern Ohio. To-day no circulation claims are made, and it is to be feared that the number now printed is far less. In the beginning of 1900 the claim was made and a statement to that effect carried at the top of the editorial page, that the circulation of the paper (morning and evening combined) was 58,814 daily. No effort was made to prove this fact, and to-day no claim is made. The management of the paper further state that the circulation "is a matter they do not give out."

The *Plain Dealer* is published morning every day in the week,

and evening except Sundays. A sworn statement of the circulation signed with pen and ink by the business manager of the paper for the six months ending December 31, 1900, shows the daily average for that time to be 48,550 and the Sunday to be 38,425.

In connection with the foregoing a brief summary of the rivalry between the two papers here mentioned may be of some interest, and further show the circulation claims. For a long time both sold their morning editions for 5 cents and the evening at 2 cents; then a number of years ago the price was placed at 2 cents for morning, with the afternoon paper at 1 cent. Then at the time an era of one-cent morning papers was begun all over the country the *Plain Dealer* reduced its price to 1 cent for all editions, except Sunday, which is still sold for 5 cents. Seeing the morning circulation all leaving, the rate was finally met by the *Leader* about two years ago. The prices still remain the same on both.

On September 4, 1900, the *Leader* published a statement claiming its expenditure for white paper on which to print its various editions to be "\$30,000 yearly more than any other morning and evening paper in Ohio." The next day a challenge was issued by the *Plain Dealer* that the circulation of both papers be investigated by a committee of prominent advertisers or expert accountants, the finding to be published in both papers. This challenge was accepted by the *Leader*, with an added proviso that the business and financial condition of both papers be included in the investigation, and on September 9 both papers announced a representative who should hold a joint meeting and select the investigators. On September 21 the representatives of the papers met and agreed that the attorneys for the two publications meet and draw up a contract regarding the investigation. On October 9 the *Leader*, through its attorneys, sent a letter to the *Plain Dealer*, saying that "some of the largest stockholding interests of the *Leader* have positively forbidden any such investigation being made, even

threatening legal proceedings if necessary to enjoin it should it be attempted." In view of this "the *Leader* will take no further action in negotiating such an investigation as has been contemplated."

The *Plain Dealer*, however, continued the investigation of its own office, and the experts found that the daily circulation for the year ending Sept. 1, 1900, was 42,003, and the Sunday 34,859. The daily circulation was divided between morning and evening editions as follows: Morning, 30,564; evening, 11,439.

The *Cleveland Press* is an exclusive afternoon paper. The sworn statement of the business manager shows the average circulation for 1900 to have been 93,949. During the past year a rule has been established on this paper prohibiting any display advertising on the first page. In the advertising columns a strict watch is kept over all ads and statements that are not acceptable to the publishers are either eliminated entirely or changed in wording, so that nothing but clean advertising is now accepted. In one respect this paper stands alone among the *Cleveland* papers. Its size never varies in the number of pages printed, but the length of the pages varies according to the amount of advertising carried. Some days the columns will be but twenty inches long, while on others they may be lengthened out to twenty-four, or they may run anywhere between those lengths. Another rule established by the paper is that only a certain per cent of the space can be used for ads, the remainder being held strictly for news. The publishers make the claim that "the *Press* is the best advertising proposition in Ohio." Every facility is shown the advertiser in investigating the circulation, both as to quantity and also where the circulation goes.

The *Cleveland World* is an exclusive afternoon paper, but publishes a Sunday morning edition also. The daily is eight pages, and shows a big improvement in its news service, both local and foreign, over that of a year ago.

In 1896, after having been owned

by Hon. Robert P. Porter of census fame for some time, the paper was placed in the hands of a receiver. The thought then was to close up its affairs, and get as much as possible out of the wreck to satisfy its creditors. In April, 1897, the present World Publishing Company was organized, and a vigorous campaign at once instituted. From a circulation of practically nothing at that time, it has been increased, and to-day affidavits are made to advertisers and others interested, showing a circulation of over 20,000 daily, the actual average for December, 1900, being 21,272. The publishers, in addition to their efforts along the line of giving an improved news service, are at present conducting a contest whereby five young women and five young men, selected by vote of its readers, will be sent to the Pan-American Exposition at Buffalo this year as guests of the paper. The only limitation on the contest is that the persons receiving votes must be regularly employed in *Cleveland* shops, stores or offices. An educational campaign called the Who-When-What contest is also being pushed vigorously. In brief a book of biographies is sold to readers of the paper, and in each of these biographies is left a blank space for the picture of the subject of the sketch. These pictures are sent out as a supplement to the *Sunday World*, and are to be placed in the proper place by the owner of the book. The person or persons doing so correctly and in the neatest manner are to receive a prize.

The *Recorder* is the youngest of *Cleveland's* daily papers, and has gone through some vicissitudes during its career. In its inception, it is popularly supposed to have been started under the patronage of Hon. Tom L. Johnson for the purpose of spreading single tax doctrines. It was placed in the hands of a receiver at one time, and was continued under his direction until about a year and a half ago, when it was again placed on its feet. It is now the official paper of the city, and publishes all the council proceedings, legal no-

tices, etc. The circulation claim is made for the paper of over 20,000 copies daily. No morning or Sunday editions are issued by it.

An article on Cleveland daily papers would be incomplete without mentioning the German daily, the *Waechter und Anzeiger*. As an advertising medium it circulates among a class of people not reached by any other paper. It has a circulation of over 25,000 daily, among the intelligent German speaking population of the city and surrounding country. It is a consolidation of several German papers formerly published here, and is published every afternoon and Sunday morning.

In connection with the foregoing items a comparison of the advertising carried by the *Plain Dealer*, *Press*, *World* and *Leader* in 1900 is of interest. The calculation is made on the basis of 20 inches to the column. *Plain Dealer*, 12,075¾ columns; *Press*, 9,754¼ columns; *World*, 7,430¼ columns; *Leader*, 7,060¼ columns.

The editor of the American Newspaper Directory makes notes in connection with the above article as follows:

The *Leader* gave definite information about its issues for the year 1894 and obtained a rating in Arabic figures. For each year since its circulation statements have all been of the sort designated by the letter Z. A Z rating indicates that a communication received, in answer to an application for revision or correction of the circulation rating accorded to the paper, failed to be a satisfactory circulation report because of some one of the following shortcomings: 1. It was not signed. 2. It was not dated. 3. It was not definite. 4. It was not given with sufficient attention to detail. 5. It did not specify the time supposed to be covered by the report. 6. It did not cover a period of sufficient duration. 7. It was signed with a hand stamp. 8. It was signed by some person whose authority to sign was not explained or known. 9. It was signed by an initial or by initials only. 10. It was not given in such a way as would make it

possible to hold any one responsible for the information it purported to give, should it afterwards be proven untrue. Also the further fact that although the attention of the publisher was directed to the insufficiency of the report and full information was furnished him just how the fault might be remedied, it had not been cured at the time the last revision was completed for the printer.

The *Plain Dealer* was reticent about conveying circulation facts previous to the year 1896, but since then has furnished satisfactory information concerning its output year by year with the exception of 1899.

The *Press* has furnished satisfactory circulation reports since 1893 excepting only the years 1895 and 1899.

The *Recorder's* circulation reports since 1897 have either been of the Z character or withheld altogether.

The *World* does not appear to have made any circulation report since 1898.

The *Waechter und Anzeiger* made a definite and satisfactory report for the year 1894 showing an actual average issue of 19,002 copies. Since then no information on the subject has been forthcoming and at the present time the paper is not believed to issue even a quarter of the edition put out seven years ago. German citizens who learn to read English and German papers are by no means as valuable to advertisers as they once were. By his own experience he is led to believe that in Cleveland the *Press* and *Plain Dealer* are holding their own in point of circulation and the *Leader*, *Recorder*, *World* and *Waechter und Anzeiger* are not.

THEY CAME.

"What's all that crowd of women over at Bergen's?"

"Shoppers who read Bergen's ad."

"But that's an unusually large crowd for so early in the morning."

"I know, but the ad said: 'Come early and avoid the crowd.'"—*Catholic Standard and Times*.

THE late P. D. Armour once said that much of his success was due to keeping his mouth shut. He didn't, however, refer to advertising.



Montreal

Attractive facts for the general advertiser.

Judge a tree from its fruit.

Where business flourishes it is always profitable to advertise in the Street Cars.

Population of Montreal,	-	-	331,402
Assessed value of Real estate,	-	\$149,913,560	
Revenue from Taxes,	-	3,160,000	
Imports for 1900,	-	65,018,544	
Ocean Steamship lines,	-	10	
Ocean Steamships in port 1900,	-	692	
Steam Railway Companies,	-	8	
Daily Newspapers,	-	7	
Banks 18, with an aggregate paid up capital of	\$52,318,603.		

That is pretty healthy business fruit.

Montreal has exceptionally fine Street Car service. The cars are always comfortably crowded. This field we offer to the general advertiser. Don't you want to mingle with this profitable push?

The Mulford & Petry Co.

Street Car Advertising

EASTERN OFFICES :
ST. PAUL BLDG., NEW YORK.
WESTERN OFFICES :
PURITAN BLDG., DETROIT.
MONTREAL OFFICES :
NEW YORK LIFE BLDG.

ADVERTISING AND BUSINESS.

By Wolstan Dixey.

With all that is said about the writing of advertising, and with all the rules, laws and philosophy laid down on the subject, very few of the preachers and teachers of this theme strike the root of the whole matter, or seem to realize that first, last and always advertising is business.

Writing advertising is writing about business. There is no point of view except the business point of view. Though the would-be advertising writer "speak with the tongues of angels and of men," yet if he be not saturated with business through and through, his writing is as "sounding brass and a tinkling cymbal."

It seems the silliest thing on earth, the idea that mere literary cleverness is of the slightest account in advertising unless backed up by plain business sense and a clear understanding of the particular business advertised.

Most of the preachers on this subject devote endless space explaining how to boil down sentences, display type and get striking borders and harmonious color schemes, as if advertising were a question of words, borders or colors. All these things may help to carry out the advertising idea, but they are mere auxiliaries; simply an outgrowth of the business purpose. They are the foliage on the trees, but the tree doesn't grow out of the leaves.

If an ambitious advertising writer asked me for just one rule for good advertising writing, I would say: "Forget your writing and think of the business."

Learn more about your goods; what they are good for and what they will do. Get acquainted with the people that ought to use them, and tell them why.

Show them why. Not only in facts and figures, but in pictures, diagrams and colors if you can. Showing is better than telling. At any rate make them see it, make them know it and make them buy. That is the end and object of it all. You're a salesman, and

you're a business man if you are anything in the advertising line.

If you can't see and appreciate business facts, or if seeing them you are at a loss for ways of presenting them to the people, and are worrying yourself over sentences, types, borders and all that you have no business in advertising. You might as well be a dumb dry goods salesman.

The true advertising instinct leads a man first of all to dig out of a business the important facts for the public to know. To find the facts is a serious task. Presenting them is easy.

If an advertising man knows and believes in the business he represents, the presenting of it to the public is easy. Would you worry about the best way to invite a hungry man to dinner? No. All that would bother you would be getting the dinner.

You can no more be a good advertising writer without keen business perceptions than a right arm can work efficiently detached from the body it belongs to. And conversely a business man who is not a good advertiser is no more completely equipped than a man without his right arm.

WORK.

Friend—Did you say that that ad of yours in *PRINTERS' INK* keeps you awake for hours every night?

Busiman—I did.

Friend—Worry, eh?

Busiman—No; work.

STEREOTYPED ADVERTISING PHRASES.



"MONEY PROMPTLY REFUNDED."

POSTERS AND PAINTED SIGNS.

From the Advisor.

Posters and signs are being more extensively used by general advertisers than ever before. Permanent signs are becoming very popular in New York and other large centers. There are reasons for this condition of affairs in the advertising field.

Advertising rates are too high in newspapers.

In view of the excessively high rates charged by newspapers, general advertisers are flying to other effective and less expensive methods of reaching the public—hence the great popularity of painted signs in and about New York City.

To thoroughly exploit an article in the New York newspapers and keep it before the public in fairly good shape costs about \$25,000 to \$30,000 a year.

An effective and paying showing can be made by the use of painted signs for one-third of that amount.

Painted signs are most valuable to general advertisers of well-known trade-marked articles.

Many proprietary concerns which have never heretofore used painted signs are beginning to use them prolifically.

The newspapers of New York and other large cities charge almost prohibitive prices for general advertising. These excessive rates are driving advertisers out of the newspapers.

Some newspapers of very limited circulation demand excessively high rates, and advertisers are

learning rapidly that they can keep up their sales by using other forms of publicity.

All advertising is advertising.

Some advertisers have been prejudiced against using posters and painted signs, but a trial convinces them that they turn the trick as well as newspapers.

The large general advertisers are dropping out of the newspapers to a great extent. If things go on in this way much longer there will soon be very little general advertising in the newspapers of America.

The English advertisers use newspapers and magazines very sparingly. They find that they get better results from posters and boardings.

Before many years American advertisers will probably follow in the wake of their English cousins by using posters and painted signs more largely than any method.

This will certainly be the case if newspapers persist in making such excessively high tariffs for advertisers.

THE FARMER IN WINTER.

When the weather permits the farmer works; he builds fences, saws wood, hauls out manure, tinkers about the place and does the thousand and one things he neglected or gave a lick and a promise in the midst of the summer's harvest or the fall plowing. When he works hard all day he reads less at night, advertisements receive less attention and consequently pull fewer inquiries and make fewer sales. A week of blizzard weather sends the farmer to his snug chimney corner, brings the dusty inkwell down from the mantelshelf and sends an increased number of orders through the mails. Therefore, say we, "All hail the beautiful snow."—*Agricultural Advertising.*

Publishers Press, Indianapolis, Ind.:

DEAR SIRS—Advertising in a popular paper gives better results per copy issued than the same advertising in a paper that is indifferently regarded. The *Press* is a great home paper; it is popular with the women. Our advertising has proved very satisfactory. Very truly,

GERRITT A. ARCHIBALD,

Men's Furnisher, 38 E. Wash. St.

PERRY LUKENS, JR., Eastern Representative, TRIBUNE BLDG., N. Y.

SHOP TALK.

VOL. I. PUBLISHED FORTNIGHTLY IN THE INTEREST OF OUR BUSINESS. NO. 2.

FISH---FISH.

Our stock of fresh Fish this week consists of fresh water White Fish, Herring, Pike, Trout and salt water Smelts, Cod and Mackerel. The Mackerel are beauties.

Whether it's the result of our advertising or the good quality of our SOUR KROUT that has sold so much of it the past two weeks—we don't know—but it is good KROUT and 5 cents a quart moves it quickly.

Cleaned PIGS FEET 3 cents a piece, 35 cents a dozen.

We always have good cuts of CORNED BEEF on hand—lean or fat just as you like it.

We charge 10 cents a piece for smoking hams and shoulders for other parties—10 cents for curing—sugar cure.

Fresh grated HORSE RADISH put up in 10c bottles.

Our GERMAN DILL PICKLES are without doubt the finest pickle on the market. We have also sweet, sour and mustard mixed pickles.

We have been crowded with leaf lard orders for the past month or more, but are catching up now, and will probably have all present orders filled by next week.

Kramers' **YELLOW FRONT**
MARKET
* ELKADER * IOWA *

A MERCHANT in a small town who advertises in an interesting manner is rather a rarity. However, in the town of Elkader, Ia., which has a population of 745, A.

F. and L. J. Kramer, proprietors of Kramers' market, seem to be one of that class. The advertisement reproduced above is one of their efforts.

C. A. BATES' AUTOBIOGRAPHY.

The first general advertising I ever did was to place a one-inch ad four times in 100 Indiana papers at a cost of \$100. When I gave the order I thought that the agent was a philanthropist and that I was getting several times the worth of my money. In the light of subsequent experience I am inclined to believe that the agent made about \$50 net on the transaction, and I made \$1—"nit."

If I had paid my \$100 for \$100 worth of advertising in the Indianapolis News I would probably have received some

benefit, if not an absolute profit on the investment. I would, at any rate, have had more circulation of a bigger ad at the same cost.—C. A. Bates, in *New England Grocer*.

DIG 'EM UP.

There must be some reasons why some people should trade with you in preference to other concerns in your line. Dig up these reasons. Put them in print. Place them before the customers you ought to have. Do it right and you're going to get the trade.—*The House Organ*.

"AN ADVERTISED ARTICLE."

Mr. Robert C. Auld, secretary of the Bureau of Research, 159 La Salle street, Chicago, Ill., has been interested in PRINTERS' INK's desire to discover a word that could be substituted for the words "an advertised article," and writes as follows:

Suggestions for a word to express the meaning of "an advertised article" seem to be merrily offered. This proves the desire, as well as the need, of evolving, or adapting, some distinguishing phonic for the purpose. Some ingenious efforts and suggestions have been made; and, as it is possible that ingenuity has about exhausted itself, might it not be opportune to consider what has been accomplished.

In "our" business of research, I find an accumulated amount of material on most phases of advertising. Glancing at the index, there appears to be a well-stocked receptacle marked "Vocabulary of Advertising." Out of the varied material there collected it may be possible to utilize some items bearing on the word-constructive effort that has been encouraged by PRINTERS' INK.

New interests and new industries, and developments of old interests and old industries, create new demands upon the tongue. How far are the regular editions, for instance, of the dictionaries, behind the times in regard to Cuba and the Philippines, South Africa and China?

The attention given to advertising in the dictionaries seems to have been confined to a repetition of what has formerly appeared in old "authorities" of the same kind. We have advertise, advertisement, advertising, advertisee, advertismental; but nothing about the advertising or advertisement agent, solicitor or writer. Science and other interests have free hands in evolving new words, why not advertising?

The great benefit, not only in graphic appearance, but in the saving of tongue and time, of the abbreviated form, "ad," has appealed so successfully to advertising men, that it has been cordially adopted. Yet we find Alfred Ayers (*The Verbalist*, 1896), declaring that this word "ad" is "considered a gross vulgarity. . . It is doubtful even whether it is permissible." Literary purists are, it will be seen, by far too nice for any practical use. What about such words as "cab," from cabriolet; "bus," from omnibus? That the word "ad" is not a vulgarity, but really a necessary, strenuous adaptation, every reader of PRINTERS' INK will affirm; and that it should appear, with others, in the "next" editions of the dictionaries. PRINTERS' INK should be good authority for the dictionary makers. It should be placed in the hands of these persevering compilers, that they may read into their heads such practicable words as are being developed in this great creation of the century that has passed.

The adaptation of a word for "ad-

vertised article" should be done with a due regard to the process of word evolution. The kernel of the word lies, of course, in "vert," which turns up in verse, averse, avert, advert, and so on. The latter word, "advert," would have been an applicable and acceptable abbreviated form, were it not already distinctly appropriated. As the point of combination must therefore be (to commence) at the end of the second syllable, advert, let us see how the following would sound: Advertarticle, advertart, advarticle (and also advarticle), adarticle, adart, advart, adar.

Might it be permissible to suggest: That you should fix a time for closing this "discussion"; make a complete summary of the words suggested; take a vote of your readers as to the preferable word; and, possibly, offer some prize to the one who had suggested the winning word?

HUMAN FRAILTY.

A man who will talk to you about his business in plain, terse, direct, clear-cut sentences which go to the mark and make a point, often is not content unless his catalogue is filled with long, involved, high-sounding phrases which in reality mean little and make absolutely no impression upon the apathetic public. Most men are not happy unless their catalogue starts out with a formal "introduction" or "greeting" made up of pompous sentences in which the public is thanked for its patronage in the past and the hope is expressed for "a continuance of the same."—*Agricultural Advertising.*

Why Should a Bank President or a Railroad or Insur- ance Manager Read Printers' Ink?

Because every man in charge of a great trust and large business responsibilities is in some way interested—directly or indirectly—in publicity, from the standpoint of a business proposition. PRINTERS' INK deals in its weekly issues with publicity and advertising problems and achievements from the standpoint of practical utility. It's a recognized standard publication and the cleverest and brightest of its kind. It's a useful, thought-stimulating, handy little gem. It's cheery reading, and many business men order it sent to their private address to be read at their leisure. About 64 pages every week. Subscription price \$5 per year. Sample copies mailed upon receipt of 10 cents.

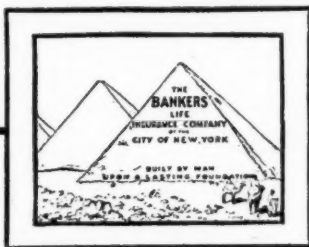
Address

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

MODERN LIFE INSURANCE.
SOME FACTS FROM THE ADVERTISING
CAREER OF THE BANKERS' LIFE IN-
SURANCE COMPANY OF NEW YORK.

Recently there appeared in the Newark papers an advertisement of the Bankers' Life Insurance Company of New York. It was different from most of the others—and there are many companies

Company of New York—Built by man upon a lasting foundation." This, like the Rock of Gibraltar, made famous in advertising by the Prudential, which was perhaps the first company to break away from the conventional in insurance advertising, looks as if it might become equally valuable as a trademark. Surely it gives a most adequate idea of strength—an effect-



The Bankers' Story

Is one of economy and fair dealing—economy in handling the funds of its policy-holders—fair dealing in equitably distributing to each his entire share of the company's earnings.

It makes a difference, too. Saves you a hundred dollars in premiums on a thousand dollar endowment policy at the average age.

The Bankers Life OF NEW YORK.

"Good for the Liver."

**OLIVER L. BROWN, Manager for New Jersey,
160 Market Street, Newark.**

advertised in Newark, it being the home of some of the oldest. This difference at once directed attention to it. Occupying a five-inch double column space, it was bordered with a six point black rule and in the center of the top, with white space on each side, was a panel containing a device showing the Pyramids—the one in the foreground bearing the words "The Bankers' Life Insurance

ive and telling point in advertising of this class. A catch line "Good for the Liver," was used in connection with the company's name. The applicability of this phrase will be seen at a glance. The advertisement treated of the interests of the living policy holder. It was headed "The Liver's Interests" and held that he should receive attention. The argument was that the dead man's policy had always

been paid without question—in reputable companies. It held that the living policy holder's surplus was hard to get. It claimed that the Bankers' paid all surplus at settlement with the living policy holder and guarded the interests of the dead also. This ten-inch advertisement was followed regularly with others equally well displayed, one of which is reproduced. As will be noted, the matter is written in a style conforming to modern advertising ideas.

Previous to the appearance of these ads the company had been using three-inch single column advertisements which were also written in a convincing manner. It was to ascertain whether the increase in space and the change in style was the result of an increase in business as a result of the advertising already done, or an effort to make a final test before giving up advertising entirely, that I sought an interview with Oliver L. Brown, the manager of the company's business in New Jersey.

From him I learned that the company, which is thirty-one years old, was doing its first direct regular newspaper advertising. Mr. Brown took charge of the New Jersey State agency about a year ago and the three-inch advertisements which at first appeared were entirely experimental and were paid for by himself. He told me that it was his faith in advertising that led him to attempt to demonstrate to the company, at his own expense, that well cared for advertising would pay.

"We increased our business in this State from about \$25,000 to over \$300,000 in a single month through the publicity and the work of our agents, whom it materially assisted," said Mr. Brown when he was asked what tangible results had convinced the company that his theory was right. "We have had direct results as well as indirect," he continued. "I can safely say that over one-half of the expense of the advertising put out by myself has been returned in business contracted without the intervention of an agent. People have come into this office with an advertisement clipped out of a paper and have asked me about cer-

tain features of our policy which had been mentioned in the ad. It was comparatively easy work to close with them either at the time or shortly afterward.

"When I reached this stage of my experimental work I laid the facts before the officers of the company, with the result that I was authorized to increase the space and instead of bearing the expense myself the company agreed to pay the bills. And in addition to this, the advertising is to be extended to other States.

"Of course," said Mr. Brown, "you must know that in order to make insurance advertising pay it must be backed up by good, intelligent work by the agents in the field, or rather it must be done in a field where there are intelligent agents. A properly advertised company doing business through well informed agents will sell twice the number of policies that a non-advertising company, equally as reliable and with the same agents, will dispose of. In short, the advertising helps the agent and that's all that is generally expected.

"I write the matter for the Bankers' advertisements and never run the same ad twice. Black lines for borders and plenty of white space in the ads make the best display. We use a large amount of catchy literature in addition to the newspaper advertising. This is not of the statistical variety but is interestingly written and discusses fully the point involved. It is my opinion that the insurance business can be greatly benefited by sensible advertising and that in the near future it will be one of the best and most widely exploited lines."

HARRY M. FRIEND.

GENERALITIES.

Above all, an advertiser wants to be direct, explicit. He doesn't want to muddle things. A man who fills his space in the newspapers by saying, "Be sure to call on Tuesday. There will be bargains in all departments. Come early and avoid the crowd," will probably find ample space to walk about all day Tuesday. His invitation is too general. It takes too much for granted. Better take special lines for special days. Then, if it becomes known that on Tuesday at Blank's there may always be found bargains in stamped goods and hatpins, be sure to engage extra help in these departments on Tuesday.—*Bakers' Helper*.

AN ADVERTISING PUZZLE.

It is a well known fact that the price obtainable for advertising is never in proportion to the circulation of a periodical. The impression seems to prevail that small circulations are, for some mysterious reason, more valuable in proportion to output. An interesting comment on this curious feature is given below:

Sir George Murray Smith, the famous London publisher, has a paper on "Thackeray and the *Cornhill Magazine*," which appears in the February *Critic*. Early in 1850 he says he conceived the idea of founding a new magazine. The existing magazines were few, and when not high priced were narrow in literary range, and it seemed to him that a shilling magazine which contained, in addition to other first-class literary matter, a serial novel by Thackeray must command a large sale. Accordingly he made an agreement with the novelist whereby he was to write a novel which should run through twelve issues, for which he would receive \$1,750 for each instalment, or \$21,000 in all. His next step was to secure an editor. He first approached Tom Hughes, who refused. Several other names came under consideration, but none seemed to be exactly suitable. One morning, just as I had pulled up my horse after a smart gallop, that good genius which has so often helped me whispered into my ear: "Why should not Mr. Thackeray edit the magazine, you yourself doing what is necessary to supplement any want of business qualifications on his part?" After breakfast I drove straight to Thackeray's house, talked to him of my difficulty, and induced him to accept the editorship, for which he was to receive a salary of \$5,000 a year. Then I set to work with energy to make the undertaking a success. We secured the most brilliant contributors from every quarter. Our terms were lavish.

The name of the *Cornhill Magazine* was suggested by Thackeray, and was, at the time, much ridiculed. But the name *Cornhill Magazine* really set the example of quite a new class of titles for periodicals.

When the first number appeared in January, 1860, the sale was astonishing. It was the literary event of the year.

Along *Cornhill* nothing was to be seen but people carrying bundles of the orange-colored magazine. Of the first number some 120,000 copies were sold, a number then without precedent in English serial literature. I have said that our payments to contributors were lavish. As figures are generally interesting, I may mention that the largest amount expended on the literature of a single number was \$5,915 (August, 1862), and the total expenditure under that head for the first four years was \$161,400, the illustrations costing in addition \$21,880. The largest payment made for a novel was \$35,000 to Mrs. Lewes (George Eliot) for "Romola."

The launch of the *Cornhill* was at-

tended with one somewhat exasperating business blunder. Says Mr. Smith:

When I had not the first number ready for press I was rather knocked up and went with my wife for a three weeks' holiday to the lakes. Those three weeks indirectly cost us a considerable loss in the advertising pages of the *Cornhill*. I left instructions with my staff not to make any advertising contracts without reference to me. They received offers extending over twelve months at \$31 or \$36 a page—sufficiently good rates for magazines with the ordinary circulation. They forwarded these proposals to me, intimating that unless they heard from me to the contrary by a given date they would close with them. There was delay in the letter reaching me, and the contracts were made at those rates. But with the circulation reached by the *Cornhill* the mere printing and paper cost us much more than the amounts we were to receive under the contracts. When I returned to London I made the rate over \$100 a page.

The rate Mr. Smith charged was high; but measured against the *Cornhill's* circulation it was really much lower than that of any other magazine; and he was a little surprised that, considering the enormous publicity his pages offered to advertisers, they were not better filled. He found himself at a dinner party sitting next to a well-known advertiser one evening, and thought he would try to get a solution.

I began by saying I was not a canvasser for advertisements, but I wanted information. "You advertise largely," I said, "in a certain magazine. You pay five guineas a page, and you know that the circulation of that magazine is not 10,000 copies. The *Cornhill* has a circulation of more than 100,000 copies; we charge twenty guineas a page for advertisements; yet I don't find that advertisements come in to the extent I expected. If a circulation of 10,000 copies is worth five guineas a page, a circulation of 100,000 copies ought to be worth fifty guineas a page. And, as we only charge twenty guineas, our rates are, proportionately, lower by more than fifty per cent than those of other magazines. Why don't advertisers take advantage of what we offer?" "Ah!" said the great advertiser, "you evidently know nothing about it." And he proceeded to expound to me, on the authority of his large experience, the true secret of advertising.

"We don't consider," he said, "that an advertisement seen for the first time by a reader is worth anything. The second time it is seen counts for a little—not much. The third time the reader's attention is arrested; the fourth time he reads the advertisement through; the fifth time he is probably a purchaser. It takes time to soak in. It is the number of the impressions that counts. Now you see," he said, "I can advertise five times in most magazines for twenty-five guineas; but five times in the *Cornhill* would cost me one hundred guineas." This theory that it takes a number of impressions to make an ad effective is, perhaps correct.

Try to write as you talk.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

Our shelves talk.

A READY-TO-WEAR shoe.

A QUANTITY of quality.

THE flood tide of value.

WE provide new bargains daily.

NOT to surprise you would surprise us.

OUR goods are of this year's vintage.

HERE'S a bargain cutting that really cuts.

EACH berry is a little sack of sweetness.

YOUR profit in a purchase promotes ours.

YOU make money by spending money here.

WE want you once to retain you always.

THAT well-dressed man we have suited.

WE advertise the truth, and then surprise it.

PRICES just right for you. Never mind us.

A TASTE of our trading the buyer remembers.

TO know our methods is a commercial education.

THE money is in the merchandise, not in the box.

IT is good for everything a liniment ought to be good for.

THOUGH prices dismount, style and quality are paramount.

OUR prices, like the thermometer, drop this week below zero.

WHAT trade we have we'll hold, and what we haven't we're after.

FIRMLY intrenched in the high regard and confidence of the public.

CHEAPNESS to beat the town, with quality that distances cheapness.

FOR all who visit us we have bargains; for those who don't—sympathy.

THE lever of low prices has lifted this business into its present popularity.

ALL sorts of stores sell it, especially druggists'; all sorts of people are using it.

OUR eggs couldn't be fresher, even if we had the hens laying under the counter.

REPRESENT the skill and experience of over sixty years devoted to the difficult problem of making a perfect soap for shaving.

THERE'S scarcely a man who reads this but would buy a pair of the trousers that we sell for \$3 if he would but see them.

WE did not buy goods for this sale. Everything is from our regular stock, and will be easily identified by the original price tags.

THE worst place for poor clothing is

on a lively boy's body. Wear-resisting fabrics, strongly put together, are needed to withstand his rough-and-tumble frolics.

PRETTY boxes and odors are used to sell such soaps as no one would touch if he saw them undisguised. Beware of a soap that depends on something outside of it.

IT will pay you in more ways than one to watch our announcements from day to day. Why? Because you will find something novel here, something that will save you money.

CHILDREN'S feet are as much looked after in our store as grown folks'. A display in our show window to-day is a study, worthy of parents' attention. No danger of an ill-shaped foot, if you get our shoes for your children.

THE statements made about our bargain shoes frequently seem like exaggeration; but the shoes are here to prove the statements. Wouldn't it be foolish to tell you at eight o'clock what you could prove to be false at nine?

IF you should follow the manager of this company through the store on clearance bent and see how figures winker at his command, you'd better understand the almost limitless money saving opportunities offered you right now.

YOU must trust your druggist, whether he trusts you or not. You can't afford to take chances on a druggist who is careless or who does not understand his business. When you go to Jones you take no chances. Only the best drugs are kept and they are carefully handled.

ADD to the pleasure of the recipient of your letters by writing them on nice paper, which you know to be strictly correct. The line of papeterie papers we handle exactly fills the bill. The paper is of fine quality, of good body and comes in the leading colors. It is as dainty as a flower and is a joy forever. It is the best we know of for the price.

IF you marvel at the prices, there's a greater surprise in the goods. There is an untold story behind the clearance prices of most stores—damaged or imperfectly made goods, seconds, styles out of date, and what not—merchandise that commends itself for cheapness alone. The case is different here. You will not find an undesirable feature in any article offered you.

DEATH begins in the bowels. It's the unclean places that breed infectious epidemics, and it's the unclean body—unclean inside—that "catches" the disease. A person whose stomach and bowels are kept clean and whose liver is lively, and blood pure, is safe against yellow fever, or any other of the dreadful diseases that desolate our beautiful land. Some of the cleanest people outside are filthiest inside, and they are the ones who not only "catch" the infections, but endanger the lives of all their friends and relatives. There's only one certain way of keeping clean inside so as to prevent disease and that is to take Cascarets.

NOTES.

THE Alma (Mich.) Sanitarium advertises: Our only fad is scientific diagnosis and treatment.

THE *Little School Master* is the name of a new publication of the W. M. Ladd Publishing Co., of Waterville, Me. It is published in advertising interests.

THE board of directors of the Pan-American Exposition at Buffalo issue in pamphlet form an article by William I. Buchanan, director-general of the exposition, that first appeared in *Collier's Weekly*, December 1, 1900.

THE *Billboard* (Cincinnati, O.) reports that committees from the Associated Billposters, the Protective Company and the Distributors' Association will meet during the present month to discuss methods for amalgamation.

IN its issue of Thursday, March 7, the Saginaw (Mich.) *Evening News* reproduces, with credit, the article, "The Percolation of Foreverness," written for PRINTERS' INK of Feb. 20 by James H. Collins. It calls it "extremely clever."

KELLER'S Good Luck Store, 169 Clark street, Chicago, has a new sort of window attraction. A series of halftones was recently made illustrating a process by which human bodies are embalmed for dissection in medical schools. Mr. Keller shows two of the pictures in his windows and they are most potent in drawing attention.

THE Tonkawa Drug Company, of Tehuacana, Tex., distributes—in restaurants, probably—a little envelope wherein two toothpicks are packed, and on the outside of which the following advertisement is printed:

Satisfaction inside after eating a square meal. So you feel after using the Tonkawa Blue Powder for wire cuts upon that good horse of yours. Buy it from, etc., etc.

THE Clinton Metallic Paint Co., of Clinton, N. Y., has published a striking folder, quaintly illustrated and calculated to drive home the merits of its metallic paints. Among other things the folder says: "The past season Philadelphia took more than 400 tons, Cleveland fully 350 tons, smoky Pittsburg was brightened by over 500 tons of 'Clinton Red.' This was literally 'painting the town,' and we will wager that a sunset in Pittsburg will now make the Italian article look pale."

A CORRESPONDENT writes: The official emblem of the Pan-American Exposition will soon be seen everywhere. Concessions for its use have already been granted for playing cards, clocks, Smyrna and moquette rugs, china, glass paper weights, pens, pen-holders, lamps, mailing cards, orange and lemon boxes, many sorts of fabrics, buttons, medals, souvenir spoons, plaster casts, labels for canned goods, lithographed hotel serving trays, decalcomania, labels, ribbon boxes and many other articles.

REED BROS. & LENNON, a dry goods store of Milwaukee, Wis., issue a semi-

monthly little caller of informal nature called "Hints." The leaflet is sixteen pages 3½x5 inches, on good book paper. It contains a lot of information and details about the goods and novelties of the store; also a few choice recipes. There is no subscription price and the publishers are more than willing to pay the postage. They promise for each issue some fact or fancy that will make the number worth preservation.

MR. CLARENCE K. ARNOLD, who is said to be the best-looking advertising man who ever comes over from Philadelphia, asserts that the *Press*, of that city, has a larger Sunday circulation and carries more department store advertising than any other paper there. Nobody who knows Mr. Arnold would dream of doubting his word, but from the information contained in that standard work, the American Newspaper Directory, it would appear that the *Sunday Inquirer* not only has more circulation but is less reticent about the exact figures.—*Current Advertising*.

THE Deere & Mansur Company, of Moline, Ill., has issued its catalogue for 1901 for corn-planters, cotton-seeders and other agricultural implements. It asserts that it has "the largest and best equipped" corn-planter works in the world. The catalogue appears to be full of plain, practical information, illustrating the tools, also giving weight and prices. The company very pertinently says that no factor in national prosperity is more important than first class farm implements that increase production, abolish drudgery and dignify labor.

ADVERTISEMENTS of the oil fields of California and the great profits to be made by the alert investor meet the public on all sides. The New York *Sunday Journal* of March 10 contained a double-page advertisement of the Eastern Star Oil Company, of Los Angeles, California. The ad appeared as reading matter and was illustrated with photographs of the oil region and scenes at the wells. Stock is offered at 25 cents per share. The seductive language and the "how-others-got-rich" parallels will undoubtedly draw the idle dollars from the public.

GEORGE E. FEAGAN, wholesale, retail and manufacturing jeweler, 110 Chicago street, Joliet, Ill., issues a pertinent little brochure describing the advantages of his repairing and manufacturing departments. It dwells upon the necessity of the timely overhauling of a watch like any other piece of machinery, stating manner of guarantee for such work and price for repairing and inserting mainsprings. The remainder of the booklet is devoted to mechanical facilities, the resetting of jewelry and jewelry to order. The closing chapter is a sensible argument for the optical department of the firm.

THE New York *Sun* of March 8 contains the following interesting special cable dispatch: "London, Mar. 7.—The Rev. A. Waller, an Episcopal clergyman of Southend, has suggested a plan for dealing with publicans. He has offered

any child a half crown if he or she can induce a barkeeper to display a placard setting forth the evils of the drink traffic. The proprietor of the Cricketers' Inn has consequently been worried daily by a countless number of would-be winners of the prize, yet he has not yielded. Mr. Waller has now supplemented his efforts by offering the publican £2 a year to display behind his bar a large board bearing a verse from Mr. Sankey's "Sowing the Seed." The innkeeper, seeing snort in the offer, replied, accepting it on condition that the parson hang in his church an advertisement of his ales and stout. The sequel is awaited."

On March 6 the postoffice department issued a fraud order against Dr. J. W. Marrow, of Cincinnati, who advertised in the newspapers as an astrologer under the name of J. C. Williams. In each case he predicted a horrible disease hanging over his client and advised him to consult a specialist, suggesting the name of Dr. J. W. Marrow, for whom he vouched. In a large number of cases the clients of the astrologer applied to Dr. Marrow, who in every case expressed the belief that he could effect a cure; in fact, he was certain it could be cured and the black spot removed. So certain was he of his ability in this respect that he offered to send a draft for the fee, and then, after it had been received, if the client was not satisfied with the treatment or was not cured, all he had to do was to deposit the draft in a bank and his money would be returned. In each draft was a clause providing that it be collected unless Dr. Marrow pronounced the case incurable, which Dr. Marrow never did.

STUDIES IN RATES.

Farm and Home, of Springfield, Mass., a semi-monthly claiming 300,000 subscribers, charges \$1.50 per line. According to its rate card, a ten-line ad in *Farm and Home* costs \$480.48 a year in all twenty-four issues, each of a circulation of 300,000, as claimed by the publisher of that paper. Consequently the advertiser pays \$480.48 to have his ten-line ad printed in 7,200,000 copies during the year.

The same ten-line ad will cost for one year, every week, in
St. Louis Weekly Republic.....\$260.00
Kansas City Weekly Star..... 208.00
Iowa Homestead 93.60

\$561.60

The yearly output of above three papers is as follows:

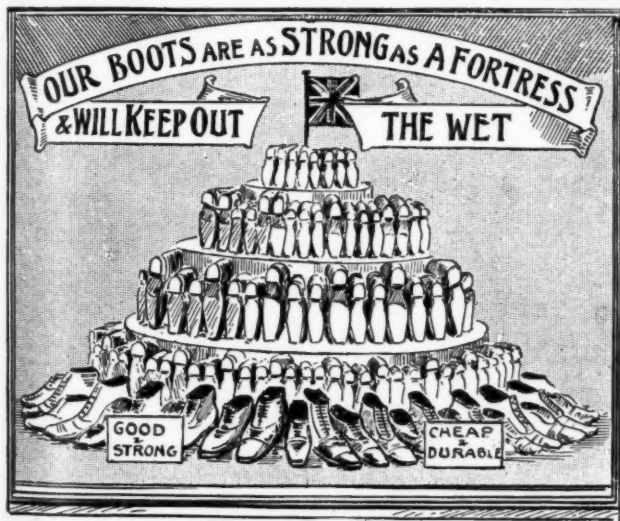
	Copies.
St. Louis Weekly Republic.....	15,600,000
Kansas City Weekly Star.....	8,320,000
Iowa Homestead	2,600,000

25,520,000

A ten-line ad in above three papers for one year costs only \$81.12 more than in *Farm and Home*. The advertiser receives for his money nearly four times the circulation of the *Farm and Home*. Advertisers who wish to obtain the best results and the most for their money, ought to give a great deal of thought to rate comparisons.—*Mail Order Journal*.

THE BEST WAY.

The best way to test an advertisement is to publish it and pay good cash for the space. You learn things then that you are not likely to forget.



AN ENGLISH WINDOW DISPLAY.

LET HIM PAY—IF HE WANTS TO.

NEW YORK, Mar. 4, 1901.

The Ripans Chemical Co., N. Y. City:

GENTLEMEN—We desire to have your views on the subject of furnishing publishers with a copy of our auditor's report of investigation of circulation, upon payment, by publisher, of the cost of such investigation.

The publisher who opens his doors to our representative is entitled to all the consideration possible from us, and, on its face, it would seem a discourtesy to go through his plant and decline to say what we find, whether it be good, bad or indifferent.

The subject is of paramount interest to the publisher and is a question of dollars to him one way or the other. To leave the publisher absolutely in the dark, after the courtesy he has extended, does not seem fair or just.

We observe that certain publishers are now making public the fact that they have been investigated by the Association of American Advertisers. They look upon this investigation and its findings as a mark or brand of approval, a testimonial of merit.

It is believed that an investigation and report by this association will be eagerly sought for and highly esteemed both by publishers and their patrons. We look forward to the time, not far away, when the newspaper or magazine that cannot furnish a testimonial of character from this association will be placed in an undesirable class. The tendency of the whole movement is to have publishers seek our investigation, and the statement of this association regarding circulation will become a necessity to each publisher.

It is proposed to furnish the publisher with a copy of our findings regarding his own particular publication, upon payment of the cost of investigation, the publisher being entirely free to secure this report or not as he may select. We trust by this method to accomplish two objects: First, to make the reports of the association keenly sought for, and second, to reduce our expenses.

When a man proposes to furnish an abstract of title for real estate and an attorney's opinion, he is expected to pay for the service of the lender's attorney in making the investigation, and not of his own attorney. The same thing is true of the investigation of circulation of publishers. The publisher is not expected to furnish a report made up by his own employee, but the investigation must be made by the representative of the person buying the space, and the publisher should pay the bill.

Will you be kind enough to give us your views on the subject that we may be guided thereby at the next meeting?

Respectfully,

ASSOCIATION OF AMERICAN ADVERTISERS,
No. 1229 Park Row Building.

NEW YORK, Mar. 8, 1901.

*Association of American Advertisers,
1229 Park Row Building, New York:*

GENTLEMEN—In reply to your letter of the 4th inst., we beg to state that our position in the matter is and has

always been that a publisher who invites or permits examination of his books and records is entitled to know the conclusions arrived at as a result of that examination. When an examination is made at the request of a publisher, we think there would be no impropriety in allowing him to pay the cost. If this is done it should, in our opinion, always be paid in advance—before the examination is entered upon.

We are, Very respectfully,

THE RIPANS CHEMICAL CO.,
Peter Dougan, Secretary.

HOW MUCH CIRCULATION IS COUNTED FOR ONE COPY?

WHY NOT INDICATE THE WRITER OF THE SIGNATURE?

ATLANTON, Kas., Mar. 1, 1901.

Editor of PRINTERS' INK:

We notice that in a recent issue you express doubt of the accuracy of the circulation accorded the *Globe* by Remington Bros.

If we cannot show any representative you may see fit to send to Atlanton that we have a greater bona fide circulation than is accorded us by Remington Bros., and which you deny in your publication, we will forfeit \$500. Your publication does us a very great injustice. The figures printed by Remington Bros. were not authorized by us. The circulation of the daily *Globe* has not been as low as 3,800 in a long time.

Respectfully,
GLOBE PUBLISHING CO.

A GEORGIAN'S APPETITE FOR NAMES.

WASHINGTON, Ga., Mar. 4, 1901.

Editor of PRINTERS' INK:

Can the Little Schoolmaster inform the undersigned where he can purchase one thousand names of men in the United States who buy counties for patents?

J. C. WILLIAMS,
Editor Reporter.

IF YOU KNOW HOW.

Sometimes I believe that strict adherence to form is a detriment. Perhaps this is not often so, and the safe rule is to stick to grammatical rules.—*Shoe and Leather Facts.*

Personal.



MISSING!

Geo. D. Harder whose portrait appears herewith, has been missing since Feb. 10, 1901. Temporarily deranged. Wire any information concerning him, at my expense, to **J. Van Vorst**, Chief Police, Cobleskill, N. Y.

THIS advertisement clipped from the Brooklyn Eagle of recent date suggests the thought that announcements of missing persons have heretofore been defective in their mission of a photograph or picture of the person sought.

"AN ADVERTISED ARTICLE."

BROOKLYN, N. Y., Mar. 8, 1901.

Editor of PRINTERS' INK:

My suggestion is the latin term, "ad-rem," signifying "to the point," "to the purpose," "to the thing," or "to the article." A lawyer may say "this is ad rem"—it is pertinent to the thing, article or question spoken of or under discussion. Now if "ad rem" be made a single word, instead of two, it may readily be assumed to have, by virtue of its component meaning, that also of an article generally spoken of or advertised, or specifically, an advertised article.

Yours truly, A. H. GOURAUD.

NASHVILLE, Tenn., Mar. 9, 1901.

Editor of PRINTERS' INK:

The word I would suggest to take the place of "an advertised article" is "Ad-read," or it might be better to write it "Ad-Read." Respectfully submitted, W. J. ALLEN.

A CENTURY AGO.

The lady who advertised in the following terms in the *York Daily Herald* of May 2, 1801, had apparently a good opinion of herself:

A Card.—A lady who has met with a recent disappointment, and finding housekeeping more expensive than the times will admit on a circumscribed income, wishes to take charge of a single gentleman's or widower's family. The advertiser desires no emolument, nor would she consent or be confined to sit at the head of the table (though she has been accustomed to the best company), unless it were proper and convenient to both parties, though at the same time she would not associate with servants; her utmost wish would be so to act that the gentleman would meet with a disinterested friend, whose interest she would study equal to her own.

As she has no incumbance whatever, and is perfectly her own mistress, it is indifferent where she lives, but she would prefer a domestic private situation, however small.

Any idea that tends to illiberality must be done away. She is aware how much she is liable to curiosity; to prevent which she will not meet any gentleman on the subject until she has received a letter with real name and place of residence, which no one can object to the propriety of, more particularly when honesty rises superior to false pride. The gentleman who may honor her with attention to this, she has the vanity to think that neither from the knowledge of who she is, her connections and circumstances, will ever have reason to regret he admitted under his roof a woman of the strictest principles and honor.

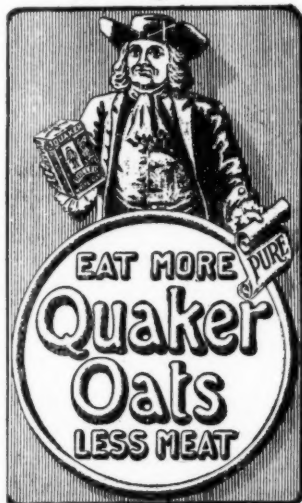
CRUDE BUT INDIVIDUAL.

A crude advertisement, full of personality and individuality, will bring more dollars than a smooth one that has so little snap to it that it is equally bad either in Maine or Montana.—*Agricultural Advertising.*

Ads that cost nothing are worth it.

THE MAIL ORDER BUSINESS.

To market an article through mail order advertising means to quickly introduce it to the most responsive buying public under the sun. There are millions of people who now look to the advertisements in their favorite family papers to supply nearly all of their wants. For the mail order business does not consist entirely in catch-penny trade, with boys and girls, although this trade is a very profitable branch of the mail order business, but everything that a family eats, wears and uses is now sold by mail. The manufacturer who can supply a good article at a low price can quickly build up a profitable business.—*Advertising, Chicago.*



Omega Oil



PRINTERS' INK of March 6 reproduces the foregoing with a statement that it had appeared in the *Philadelphia Record* of February 12. The same curious juxtaposition appeared in the *Burlington (Vt.) Daily News* of Feb. 13.

THE INDIAN TALKS.

In a recent issue of *Agricultural Advertising* (Chicago, Ill.), a wooden Indian records the history that follows:

For three long months the proprietor of the shop in which I am the main guy in the advertising line, has let me rest peacefully among the barrels and boxes in the rear of the ranch. He had a good trade and thought it was useless to go to any trouble in keeping his "Injun" in position near the front door. There was no trouble in it, either, and no expense attached, but, like lots of other business men, he neglected the nag that had pulled him out of the "slough of despond." He never realized the difference until he discovered that some other fellow had made the discovery that it would be an easy matter to reap the benefit of the once good trade that he had had, by opening up a place near by and doing a little vigorous advertising.

When my boss found a competitor on the ground, with a great big Indian buck in front of his store, he began to think it was time to go back to first principles, brace up and do some advertising. As a result I was brought out, painted the seven colors of the rainbow, and I am now doing business at the old stand. The trade hasn't all come back yet and I doubt whether it will.

So much for the man who forgets to take care of a good thing when he has it. They tell me there are men in other lines of business who have done the same foolish thing. I can hardly believe it. The man who builds up a business and then neglects the foundation and lets it decay and destroy the whole thing, is a bigger fool than Thompson's colt.

IN LONDON.

The method of advertising a certain book in London (using the sandwich men) has aroused the ire of a German editor, who writes:

"While to us in Germany the art of Gutenberg is still reputed a kind of sacred possession that must be protected from obtrusive puffing, so as not to be put in the same category with a soap, or mustard, or cheap gloves, in England street advertising does not even cry 'Halt!' before books."

It is to be wondered what aroused the wrath of Macauley, more than seventy years ago, along the same line, when he wrote in the *Edinburgh Review*:

"The puffing of books is now so shamefully and successfully carried on that it is the duty of all who are anxious for the purity of the national taste, or for the honor of the literary character, to join in discountenancing the practice. Devices which, in the lowest trade, are considered as disreputable, are adopted without scruple, and improved upon with a despicable ingenuity by people engaged in a pursuit which never was and never will be considered as a mean trade by any man of honor and virtue."—*Cincinnati (O.) Tribune*.

IDIOM AND LANGUAGE.

Any one who has had the opportunity of meeting people from different sections of the country knows how difficult it sometimes is to understand their methods of expression. When you consider that your tongue is as unknown to them as theirs is to you, you readily see the necessity of as intimate a knowledge as possible of all the people whose advertisements are to be read. I do not mean by this that it is necessary to adopt the idioms of every State in the Union. This you could not do without surrendering your allegiance to the tenets of our teachers of English. I doubt if it is ever advisable to make use of poor English for the purpose of catering to supposedly illiterate readers. I have noticed that even those who find it difficult to express themselves correctly are able to appreciate forceful language that has the proper ring. They will usually feel more complimented by the appeal through the medium of that which is just a little above their level, but perhaps to which they aspire, rather than that which is expressed on their own plane and carries with it more or less of a reflection on their advantages.—*Ad Sense*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

IFANTS.

WED press, second hand, 6 or 7-column, stereo, "M. M." care Printers' Ink.

PREMIUM seeds. Biggest puller known. Don't miss A. T. COOK'S offer on page 30.

ACTIVE adv. agents wanted for monthly music journal. Liberal com. "MUSIC," P. Ink.

SAMPLE papers, magazines, books, etc., with adv. and ag'ts' rates. S. COOK, Rockport, Ind.

WANTED—To buy mail order schemes for cash. Address "M. O." care Printers' Ink, New York.

SAMPLE copies and a vertising rates of papers offering prizes for stories etc. WRITERS' AID ASSOCIATION, 150 Nassau St., N. Y.

ADS for the DAILY JOURNAL, Ashbury Park, N. J. Circ'n 2,167. Rate 7 cents an inch.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Situation as a writer, designer and illustrator—figure and portrait. References. Address "ARTIST," care Printers' Ink.

SITUATION wanted by first-class newspaper and job stereotyper (non-union). Has also worked on web press. "W. M." Printers' Ink.

KEMOLINE removes grease, dirt, etc., from anything; sample 2c. Agents wanted; other goods. K. CHEMICAL CO., Box G, Fairland, Ind. Ter.

NEWSPAPER men will do well to consider carefully the special business opportunities offered by me in various ads in these classified columns. C. F. DAVID.

CIRCULATION manager on daily near New York. State experience, where last employed, wages. No others answered. Address "G. C. H." care Printers' Ink.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

BRIGHT, forceful editorial writer desires change. Experienced in all branches of newspaper work. North or Northwest preferred. Address "ENERGETIC," care Printers' Ink.

COMPETENT and experienced adwriter (married) seeks a permanent position. Any place in the U. S. or the Colonies. Can furnish exceptional references. "APT," Printers' Ink.

WANTED—Thoroughly competent adwriter. One capable of taking charge of the advertising department of a large department store. Address, giving references, salary wanted, FREE PRESS, care of Printers' Ink.

ORDERS for 5 line advertisements: 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

AD manager wanted who can buy a \$1,000 to \$3,000 interest in manufacturing corporation in New York City. Highest references given and required. Good salary. An exceptional opportunity for making money. Address "PERMANENT," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE (established May, '76) recommends competent editors, reporters and advertising men to publishers. No charge to employers; registration free; fair commission from successful candidates. Tel. 659-2. 15 Cedar St., Springfield, Mass.

YOUNG man wanted possessing artistic ability in drawing strong, forceful sketches, suitable for newspapers and advertising illustrations. Must have the faculty to grasp given ideas quickly and be able to produce them with pen and ink. Applicants please state age, education, experience if any, and salary wanted. A few recent sketches, possibly from actual life, or others, must accompany any application. Please address "ADVERTISING ILLUSTRATOR," care of Printers' Ink, 10 Spruce St., New York.

MISCELLANEOUS.

WIRE envelopes. Pull the wire and it is open. Convenient. 1,000, printed, \$1.80. Samples free. MAGIL, 708 So. 5th St., Philadelphia.

PUBLISHERS, increase your circulation and collect in advance for country and rural subscriptions. Our coin cards and carriers are the best and cheapest. Samples and prices free. THE POST PUBLISHING HOUSE, 7 Le Baron Block, Pontiac, Mich.

SPECIAL REPRESENTATIVES.

ACCSTE AND MAXWELL, 28 Park Row, New York, special representatives for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 138 Spruce St., New York. Special prices to cash buyers.

ADVERTISING AGENTS.

DON'T advertise for salesmen or agents until you get our lists of leading "want" ad papers. 8-11 free. HUNGERFORD & DARRELL ADV. AGENCY, Washington, D. C.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASSN, 595 Broadway, N. Y.

PRINTERS.

100,000 CIRCULARS 6x9 printed on fine white paper (not news), good ink and artistic display, for \$1,000. Send for sample. HINTON & CO., Printers Danbury, Conn.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURN MANUFACTURING CO., 614 Park Row Bldg., N. Y.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

ENGRAVING OUTFITS.

F. WESEL MANUFACTURING CO., 82 Fulton Street, New York, make everything for photo-engraving, stereotyping and electrotyping. Outfits a specialty. Cameras, screens and lenses.

CIGARS.

DIRECT from the factory. Genuine hand-made, high grade goods. Pleased customers everywhere. See what you'll save! THE HAMILTON CIGAR CO., Lancaster, Pa.

INSTRUCTION.

LINOTYPE operating and mechanism thoroughly taught union printers. Write for terms. WASHINGTON LI NOTYPE SCHOOL, 610 G St., Washington, D. C.

OUR MAIL COURSE IN ADVERTISING is a new century success, employed graduates daily testify. Earn \$25 to \$75 a week. Write for free facts. PAGE-DAVIS CO., suite 4, 167 Adams St., Chicago.

PRINTERS' MACHINERY.

PRINTERS' modern machinery, new and rebuilt. Type of the American Type Foundry manufacture. Quality, not price. The best is none too good for you. CONNER, FENDLER & CO., New York City.

THE SIMPLEX ONE MAN TYPESETTER.

The simplest, most effective, most economical means of composition. Readily understood and operated by ordinary compositors. No expense for gas or metal. Using foundry type, the best typographical results are insured, and proofs are corrected without stopping machine for that purpose. Used in 33 States, by over 75 daily papers and nearly 200 weeklies and semi-weeklies. Reasonable price and easy terms of sale or lease.

Write us for catalogue and full information. THE UNITY TYPE COMPANY, 150 Nassau St., New York.

PRINTING MACHINERY—SECOND-HAND.

CYLINDER PRESSES, jobbers, cutters, Washington hand presses, etc., thoroughly rebuilt. Write for prices. NEIL CAMPBELL CO., 23 Beekman St., New York City.

A LIVE NEWSPAPER MAN.

WITH about \$4,000 cash, can buy half interest in a N. E. State syndicate of weeklies paying big profits. Examine this proposition and realize the great field and business. C. E. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

MAIL ORDER.

MAIL-ORDER papers, furnished printed complete, at low prices. TRIBUNE PRINTING CO., Room 4, Tribune Bldg., Louisville, Ky.

ADVERTISING NOVELTIES.

\$500 in genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

BICYCLES and tricycle wagons. Factory to buyer. Write ROADSTER SHOPS, Camden, N. J.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PERPETUAL calendar, vest pocket size. Aluminum, beautiful design, with ads in metal, photos, etc., to order. Finest ad novelty on earth. Sample, prices, etc., by mail 10c. CALENDAR WATCH CO., Glasgow, Ky.

OUR Paperoid Card Cases "wear like leather." Five hundred, with your ad, \$5; one thousand, \$9. Less for more. Without ad for printers and others, \$7.50 per thousand, samples mailed. FINK & SON, 4th & Chestnut, Phila.

NEWSPAPER MAN WANTED.

QUICK—with \$1,000 to \$2,000. A fine opportunity seldom offered to connect as manager of good sized property in New York State. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

BUSINESS OPPORTUNITIES.

ADVERTISING solicitors make money with our "specials." Particulars free. **TRIBUNE PRINTING CO.**, Room 4, Tribune Bldg., Louisville, Ky.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars.

UNION PRINTING CO.,
15 Vandewater St., New York.

A FIRST-CLASS weekly newspaper and job office for sale. It is the official organ for three flourishing villages and the only paper published in the northern part of Clinton Co. A fine subscription list and splendid job business. Both can be trebled with a little energy. Cause of selling—too much other business. Apply to **PHILLIPS & CASEY**, Rouses Point, N. Y.

WHO WANTS A DAILY?

\$3,000 CASH and a reliable man can buy a substantial daily paying good profits, within 100 miles of New York City. Balance on easy terms. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISING MEDIA

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 1c. line, use **AGENTS' GUIDE**, Wilmington, D. C.

ADVERTISING agents serving their clients honestly, call up **TOLLITES**; estab. 1881.

NEWS, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

SPECIAL PATHFINDER, Apr. 6, 53,000 proven, 10c. line flat. Address **PATHFINDER**, D. C.

RICHARDSON'S list of religious weeklies covers N. E.
141 Hanover St., Boston

TO reach mail order buyers, try **PENNY MONTHLY**; 10c. a line; circ'n 25,000; Youngstown, O.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

N Y AOSTERN'S WEEKBLAD, Worcester, Mass. 1st class Swedish weekly circ'lat'g in N. E. States.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

THE HOME, 10,000 monthly, 5 cents an agate line, flat rate. Samples free. **Tribune Bldg.**, Room 4, Louisville, Ky.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

ADS for the **WESTERN SCOUT**, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

ADVERTISERS reap the reward their business merits if they patronize **SOUTHERN FIELD AND FIRESIDE**, Ashwood, Ga. Write for rates.

ADVERTISER'S GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

HARLEM POST, only German weekly for Oak Park, Harlem, Maywood, Melrose Park and River Forest. **FRANK LEHMANN**, Oak Park, Ill.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

IF you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

TWENTY-FIVE words 25c. to prove these splendid mediums. Extra words 1c. each. 1st stage. **THE BUSINESS ENTERPRISE**, **THE EARNEST WORKER**, Norwalk, O.

IF you want to reach the people on the Eastern Shore of Maryland, advertise in the **EASTERN CHURCHMAN**, Salisbury, Md. Brings results. Reaches the best homes. Read by the best people.

BRISTOL (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

ONLY 55c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania.

UNION PRINTING CO.,
15 Vandewater St., N. Y.

THE BEE pays advertisers; best local paper in Cherokee Nation. Contracts are made subject to three months' trial. Rates on application. Subscription price \$1; samples free.

THE BEE,
Fairland, Ind. Ter.

THE COURIER, Clark, So. Dak., is published at the county seat of Clark County (population 16,000), one of the best counties in the State, which is receiving a large immigration this year. Every man in Clark County knows of the **COURIER**, and most of them read it and pay for it. No other paper in the county is read by so many people.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

THE DAILY HERALD, published at Shelby, Ohio, is a bright paper. It is printed in one of the most progressive towns of 6,000 in the State of Ohio. The weekly **REPUBLICAN** is also published in connection with the **HERALD**, and advertisers are given the benefit of one price for both papers. Address **THE HERALD PRINTING CO.**, Shelby, Ohio.

THE HUB, Attica, Ohio, published every Wednesday. Largest circulation of any paper ever printed in Attica. **THE HUB** is a clean, readable newspaper, and is read by all classes of citizens. It is reliable and covers its field thoroughly. It reaches the farmers and workers in the factories of this section. No advertiser should overlook the **HUB** when covering this territory. Advertising rates and sample copies sent on application.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All home print. The **REPUBLICAN** carries more ads. at a higher rate, than any paper in Dodge County. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

A CIRCULATION POINTER. This is to certify, that for the four publication days in January, 1901, the aggregate mailed weight of the two weekly newspapers, entered at the San Angelo, Texas, postoffice, was 1,296 pounds, of which the **San Angelo STANDARD** mailed 961 pounds. J. G. MURPHY, Proprietor. **SAN ANGELO STANDARD**. Sworn and subscribed to before me this 14th day of February, 1901, Felix Probenmidt, Notary Public in and for Tom Green County, Texas.

THE BESSEMER WORKMAN is a Democratic weekly, circulation 1,160, official organ of the city of Bessemer, population 8,718, the fifth largest city in the State. A live paper in a live community. Publishes all ordinances and reports of city administration. Has had a continuous and steady growth from its birth, and is still growing. Its readers are buyers. Sample copies and advertising rates on application. **THE WORKMAN PUB. CO. (inc.)**, Bessemer, Ala.

THE COUNTRY POSTMASTER, a monthly magazine advocating postal savings banks and rural free delivery, circulates in every State in the Union and all branches of the mail service. Excellent advertising medium. Price \$1 a year, including free copy of "Four Years in a Country Postoffice" or "Practical Points for Postoffice Patrons." Sample of magazine for the asking. **E. F. LAWSON, P. M., Editor**, Ellingham, Illinois.

AN advertisement placed in the pages of **SPORTS AFIELD** is read in thousands of homes in the Central and Western States that cannot be reached by any other certain through other mediums. Its circulation has grown in other sections—there it has been pushed. Remember this—and that magazines are preserved for years, while newspapers are thrown away as soon as read. One of our patrons—a believer in advertising—says: "Of 46 letters in a single mail, 43 mentioned **SPORTS AFIELD**." Rates \$3.00 an inch per month; no discounts for time or space. **SPORTS AFIELD PUBLISHING CO.**, 338 Dearborn street, Chicago, Ill.

NEWSPAPERS WANTED.

A DEMOCRATIC daily proposition in the Middle West—a Republican daily in Michigan or nearby State. **C. F. DAVID**, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. **H. L. GOODWIN**, Malden St., Boston.

FOR SALE.

PREMIUM seeds. Biggest puller known. Don't miss **A. T. COOK'S** offer on page 31.

A. H. SMITH, newspaper broker, Earlville, Ill., has many good offices for sale and wants more. In writing, if a buyer, state resources and wants—if a seller give particulars.

\$750 BUYS weekly, independent, ten years established, good growing job patronage. To dissolve partnership. Pop. 800. Rich farming community. Address **PAULY & HOUSEWORTH**, Mason, O.

FOR SALE—A prosperous daily and weekly Democratic newspaper plant in Pennsylvania. A splendid opportunity for two men, but not enough for four. For details address "DEMO," care Printers' Ink.

FOR SALE—Electrotypes of complete pages 9x11 inches, 4 columns to a page, brevier; short stories, serial stories, household, etc. 20 pages will be sold to the highest bidder. What'll you give? "**BAIGAI**," care Printers' Ink.

A RARE BARGAIN—First class country newspaper for sale. 12 pages, all home print, in live town and county seat. Only paper in the county. Over 600 circulation. Price \$1,000. We wish to devote our time to other business. Address **FALCON**, St. George, Utah.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

THE largest and best equipped office in a city of 100,000 inhabitants. Three cylinder and two other presses. Empire type setting machine. 8 tons of modern type. Everything in first class order and all paid for. Also, if wanted, first-class case and pamphlet bindery, with modern equipment. Did cash business of \$15,000 last year, without solicitation, among steady customers. Can easily be doubled. Sold because proprietor has other business and can no longer give it his personal attention. Address "**A**," care Printers' Ink.

PENS.

ALL makes of fountain pens repaired. Prompt service, reasonable prices, accurate work. Fountain pens for sale. Agents wanted. **PERRY PEN CO.**, Box 64, Milton, Wis.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1901. Price, five dollars. Sent free on receipt of price. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING, distributing and advertising bill-posting signs. Contracts made for all the conspicuous points of travel in and about Boston and New England States. **JOHN DONNELLY & SONS**, 7 Knapp St., Boston, Mass.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC EN. GRAVING CO.**, Youngstown, Ohio.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

A LOT of 25,000 received by trade to clear at factory cost. I've made my profit. Will print your adv. on all or part at cost. Write **L. K. LINDLY**, Anderson, Ind.

DOUBLE your want ad income. Our coin cards and carriers are the cheapest on the market and accomplish wonders for publishers. Write for samples, prices and booklet. **THE POST PUBLISHING HOUSE**, 6 Le Baron Block, Pontiac, Mich.

TYPEWRITERS.

TYPEWRITER headquarters, 333 Broadway, New York, sell all makes under half price. Don't buy before writing them for unprejudiced advice and prices. Exchanges. Immense stock for selection shipped for trial. Guaranteed first-class. Dealers supplied. 52-page illustrated catalogue free.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. **BASSETT & SUTPHIN**, 45 Beekman St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

BEST collection of half-tone and line cuts for advertising in the world. Cat. 20c. **SPATULA PUB. CO.**, Boston.

WE know how to make the cuts you want at least expense. **THE STANDARD ENGRAVING CO. (inc.)**, 7th and Chestnut Sts., Phila., Pa.

ADDRESSES.

200,000 NAMES and ad. in Mass., 83. **RICHARDSON**, 144 Hanover St., Boston.

MAILING list, in stamp or sticker form. Copied from original left rs of agents and mail-order buyers. New up to date. Address **BERG, BEAVER & CO.**, Davenport, Iowa.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

NEWSPAPER MAN—QUICK.

\$3,000 CASH—balance on easy terms—buys the majority interest in great Massachusetts proposition. Monthly 14,000 weekly 2,400 circulation. **C. F. DAVID**, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

PREMIUMS.

BOOM your circulation. Particulars free. SOUTHERN ART COMPANY, Room 4, Tribune Bldg., Louisville, Ky.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list-price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

SPEED and bulb premiums. Twenty years' experience in supplying publishers. Prices rock bottom. Advertising space taken in part payment. For next three months nothing will pull like seeds. Everybody must have them. Particulars free, or \$1 sample for 10 cents. A. T. COOK, Seedsman, Hyde Park, N.Y.

OUR circulation building plans are used and approved by leading dailies, weeklies and monthlies of the country. Business managers and circulation managers should write at once for details of our latest plan and offer, as we take only one daily per city. Catalogue and particulars sent free. THE DOMINION COMPANY, Dept. D, Chicago.

ANY weekly, desirous of largely increasing its circulation by running a combination offer of its own paper coupled with a superb illustrated woman's magazine (popular song and dress patterns supplements free every month), will be quoted a nominal figure for subscriptions and furnished with suitable cellulose of the offer free of charge. Address E. BAKER, 150 Nassau St., New York City.

CHANCE FOR REPORTERS.

EVERY city officer needs the MUNICIPAL JOURNAL and ESQUIRE, C. M. Palmer, proprietor. You as a newspaper man can make a week's salary by bringing it to their attention. Write for particulars to the Business Manager Postal Telegraph Building, New York.

ADDRESSING MACHINES.

F D. BELKNAP'S New Rotary addressing machine, in relation to other methods or machines, occupies the same position in the field of addressing and mailing facilities as the latest web printing press does to the old Ben Franklin. Send for booklet. F. D. BELKNAP, 290 Broadway, New York.

WALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed like typewriting directly on wrappers. No labels to come off. PRINTERS' INK uses it; so does Cosmopolitan Mag., Butterick Pub. Co., C. E. Ellis Co., Popular Fashions, A. D. Porter Co. WALLACE & CO., 10 Warren St., New York.

NEWSPAPER BARGAINS.

\$1,000 CASH buys quite a weekly and job business in Ohio. I seldom have such an opportunity.

\$1,500 buys a good weekly proposition in Oregon. \$500 or more down.

\$2,500 buys a good Republican weekly in Ohio. Reasonable terms.

\$4,000 buys a reliable weekly in New York State paying \$2,000 a year. \$2,500 cash required.

See six other ads of mine in these columns. Those who have reliable property for sale and would be buyers of same, all connect with C. F. DAVIS, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISEMENT CONSTRUCTORS.

RETAILERS, add a mail order department. GEO. R. CRAW, Box 502, Cincinnati, O.

I HELP racket stores do more business. Information free. GEORGE WENDT, Kenton, O.

W M. WOODHOUSE, JR., Trenton, N.J., believes truthful advertising pays. He writes it.

J ED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

MELVILLE E. THURX, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty.

HELM—C. DANIEL—111 Nassau St., N.Y. Estab. 1894. Commercial illustrations at current rates. \$2 up.

NEW ads attract new people. Try mine. M. H. PETERSON, P. O. Box 231, Buffalo, N.Y.

VITOGEN Antiseptic Powder advertising to physicians is our work. M. F. GOULD CO., Bennett Bldg., N.Y.

HOLLIS CORBIN, writing, illustrating and printing. No order can be too large or too small. Write for estimates. 233 Broadway, New York.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

MY services cost \$4 a month, one ad a week. Copy for 4-page booklet \$4; advice any bus. subject \$15; 4 trial ads \$2. My booklet for stamp. H. B. WILBETH, Times, Pittsburg, Pa.

IDESIGN all kinds of advertising. My two-inch mortised cuts are unque and catchy. Save your space and give best results. Write me what you want. C. S. PERKINS, 33 Globe Building, Boston, Mass.

OPTICIANS' ads—bright, terse, pointed. Good talking points, easily grasped and sure to tell. Science of the business and catchy element of advertising well balanced. Set \$1.25. D. J. ASHBURY, Amiprior, Ont.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

"LEWIS-PHILA" is my 32 page and cover monthly paper. 3d number just out. 1,100 subscribers. 60 cents a year if you send your letter head, others \$1.50. A sample copy 10 cents. E. ST. ELMO LEWIS, 518 Walnut St., Phila.


TO strategize your campaign of publicity, to grasp your advertising en masse, to eliminate losing methods, to invent new styles, to devise powerful effects, to double your prestige, to expand your business, to make you money, that is originating. CLIFFDEN WILD the Originator, General Advertising Counsel, 463 Western Bank Note Bldg., Chicago.

KEEP IN TOUCH
WITH WHAT
YOU FIND THERE
AND THUS KNOW
WHERE TO GET IT
WHEN YOU
NEED IT MOST.

Every business man and every man in business, especially those interested in advertising or work associated with advertising, finds time to look over the classified advertising columns of PRINTERS' INK. There are many advertisements, varied in size and still more varied in their kaleidoscopic opportunities. They are read by people in all parts of the world. The business man and the man in business finds the classified advertisements time and money savers. Many little things he wants seem difficult to get, but the classified advertisement columns of PRINTERS' INK show the easy way. The value of an advertisement in these columns is self evident. Results make the cost, which is twenty-five cents a line each insertion, a comparatively small item. Address,

PRINTERS' INK,

10 Spruce St., New York.



Every booklet or other kind of printing a firm sends out is mentally commented upon by the receiver. It makes a good, or a bad, or no impression at all. The latter is practically a bad impression. It's an advertising opportunity needlessly wasted. The same 2-cent stamp that carried out the bad impression would have paid for a good one. Indifferent printing costs as much, or more, as good, impressive, representative printing costs.

We fill orders for commercial printing, big or small. We do a neat, tasty, impressive job. Write or call on

Printers' Ink Press
10 SPRUCE ST. NEW YORK

Twenty P

Represents the increase in
rrious city newsdealers for no

Das Morgen

GERMAN EDITION OF THE N

The Germans are generally supposed to be sh
ence of the eight thousand newsdealers who
customers shows that they are even more repor
newspaper readers.

WHAT D

The Colored Comic Supplement—The only supplement of this kind issued by any German newspaper the world over, and better than that issued by any English newspaper, artistically, typographically and in point of real humor.

The Editorial Supplement—A decided novelty in a German newspaper. Printed in two colors, and filled with the contribution of writers of international repute. Its contents included articles on scientific and literary subjects, appealing to the thoughtful and the progressive.

Die Roman section, is printed in a size and with colored tone illustrations, a unique feature. In merit it is equal to any monthly. Among its were instalments of "Old Vincennes" and other man novels, a series of tales and scores of articles keeping with the character of the section.

Das Morgen Journal has had a larger circulation than any other newspaper in Germany. The impetus given by the newly added features it is reasonable to expect to continue.

If you are interested--if only through curiosity--
get a copy of the Supplement.

Per Cent

increase in orders from the va-
 rious next Sunday's issue of

gen Journal

OF THE NEW YORK JOURNAL.

and to be slow to grasp a good thing, but the experi-
 ments who supply Das Morgen Journals to their
 are more responsive than the same number of English

IT DID IT?

Roman, a fiction
 on, is printed in magazine
 and with colored and half-
 illustrations, and other
 features. In literary
 it is equal to any popular
 weekly. Among its contents
 instalments of "Alice of
 Vincennes" and three Ger-
 man novels, a series of shorter
 and scores of articles in-
 teresting with the character of
 fiction.

The Magazine Section—The
 best articles and illustrations
 from the New York Journal,
 besides many numerous special
 contributions of interest to Ger-
 man-Americans. This section
 should be seen to be appreci-
 ated.

The News Section—All the
 news, including special cables
 from Berlin and other European
 capitals, supplemented by the
 live illustrations of its un-
 equaled art department. The
 news is given in a compact and
 thorough form, and equal in
 every respect to that of any
 newspaper published in any
 tongue.

than any German newspaper published in the United States. With
 reasonableness to suppose that its clientele will be very largely increased.

ough little curiosity--send a postal--you can
 of the Sunday issue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate. Publishers desiring to subscribe for PRINTERS' INK for the benefit of advt. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because someone has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line; 8 x words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a year. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 30-32 Ludgate Hill, E.C.

NEW YORK, MARCH 20, 1901.

MANY adwriters appear to be attempting to simulate Emerson's style, rather than attempting to sell goods.

TRUTHFUL announcements and exact fulfilment of printed promises are principals that cannot be left out of successful advertising.

THE following advice comes from a Little Schoolmaster pupil:

Get out some bright morning and take a long walk among the trees. Recall in your mind what you know about advertising. The further you walk the plainer it will dawn upon you that you have yet a whole lot to learn.

DOES the heavy advertising of the department stores throughout the country force patent medicine and other general advertisers to use prodigal display if they hope to attract attention in daily newspapers?

ONE of the newest PRINTERS' INK babies is called *Twentieth Century Advertiser* and comes from Heron Lake, Minnesota. Its cost is 25 cents a year for twelve monthly issues. It devotes itself principally to retailers' advertising. The publisher is O. C. Hansell.

AN advertiser's name and address printed in every publication in the world would not cause people to tumble over each other in their efforts to get to his place of business. He must give them some good, sound reason for coming or sending before he'll get profitable results.

THE daily newspaper is the best method for reaching the public quickly.

THE editor of *Ainslee's Magazine* is an expert in "getting out" a monthly that is readable on every page.

THE Cramer-Krasselt Company, 207 Grand avenue, Milwaukee, Wis., issues an interesting four-page paper called "The House Organ." It is full of epigrammatic good sense, and the only criticism to be made is, it is not sufficiently clear what the house is—printers or advertisement writers?

THIS is an age of great expectations. A farmer who sent 10c. to Mr. Lee, general passenger agent of the Lehigh Valley Railway, for "A Book on Travel, with Ten Steel Plates," has been heard from with a vigorous "kick." He thought he was to receive ten steel plates for his dining table.

A CORRESPONDENT writes that "the Chicago daily and Sunday *Jewish Courier* has just installed Yiddish typesetting machines in its composing room. Yiddish call registers and typewriters are to follow. The paper has a New York issue and claims a Chicago circulation of 6,000 daily and 8,000 Sunday."

* POKER slang is the medium used by a Chicago cigar store proprietor to illustrate his window sign. The well known phrases of the great American game are symbolized with miniature playing cards, and the sign reads: "We have a 'full house' of 'straight' goods fit for any 'king' or 'queen,' and you don't have to be 'flush' or wear 'diamonds' to buy them."

MR. ST. ELMO MASSENGALE, who possesses in Atlanta, Ga., what is believed to be the only thoroughly equipped advertising agency in the Southern States, having its own adwriters, artists and printing office, writes thus to PRINTERS' INK under date of March 8:

I read your paper every week, always with a great deal of interest, and consider it one of the most valuable visitors to our office.

EACH year much of the dross in advertising disappears and a clearer and more perfect system arises to take its place.

A GENTLEMAN active in the affairs of Mr. Post's American Advertisers' Association says that one of the difficulties that organization has to contend with is the opposition of the advertising agencies—general and special—which comes from an unwillingness on the part of the agents to have the public obtain any very definite information about newspaper circulations.

THE work which Mr. Jos. W. Morton, Jr., the advertising manager of Strawbridge & Clothier, is doing in Philadelphia papers, appears to have attracted considerable attention. PRINTERS' INK has heard two full page advertisements of this firm, in the Philadelphia *Evening Bulletin* of Mar. 7 and Mar. 11, respectively, commented on in a way that might make even a man of Mr. Morton's acknowledged ability feel good.

THE Plainfield (N. J.) *Daily Press* of February 25 illustrates in the following editorial paragraph how the field for advertising is being constantly enlarged:

In an effort to influence public opinion in favor of the consolidation of spring and fall elections, the advocates of that measure have taken a whole page in the Newark *News* and therein explain what great advantages to Newark and Essex County the consolidation would bring about. It is only another evidence that people are beginning to appreciate the real value of newspaper advertising.

THE J. Frank Hackstaff Company, of New York City, tells *Profitable Advertising* (Boston, Mass.) that "in the future the J. Frank Hackstaff Company will require an adequate retainer in advance, gauged to the circumstances, from every person or firm seeking its services in the preparation of plans for an advertising campaign. Where the plan is accepted by the advertiser and an account opened with this house for the placing of advertising, this retainer will be deducted from the first month's bill."

"CARRIE NATION sales," indicating that prices have been unhesitatingly slashed, are becoming popular all over the country.

IF the Montreal (P. Q.) *Star* is not the leading English paper in Canada, it can at least be said of it that no other approaches it in point of circulation for either daily or weekly issue. A PRINTERS' INK correspondent writes as follows from Montreal concerning the *Star*:

This paper has recently moved into a new four-story (and two below the sidewalk) building on St. James street. The counting room is finished in marble, including counters. The *Star* concedes the fact that many American papers have larger buildings comparatively, but maintains that none has so much room for its own business as the *Star*. The six floors referred to are devoted exclusively to the paper's business.

MR. GEO. J. GRUBER, secretary and manager of the Lightning Medicine Company, of Rock Island, Ill., under whose directions Mull's Pain Killer has achieved great success, writes as follows to PRINTERS' INK in a recent communication:

I have been a close student of PRINTERS' INK for several years, and whatever ability may have been developed is largely due to the Little Schoolmaster. From the amount of money that has been invested to familiarize our "Mull's Lightning Pain Killer," etc., the results have been phenomenal. There is, however, no need of going far astray on an advertising proposition when one ties closely to the teachings of PRINTERS' INK. It would be a pity should this valuable publication pass from the hands of the present owner.

IN April of the present year the *Youth's Companion* will celebrate its seventy-fifth anniversary by a special issue. The paper has just issued a fine brochure showing how big, or rather small, the United States was in 1829, the year the publication started. The comparisons made between size of country, methods of transportation, population, quantity of paper used, are all interesting. A picture of twenty-four large books is printed to indicate the amount of reading matter in one year's issues, if printed in book type. It is stated that "more than 545,000 families receive the *Companion* weekly—fifty-two times a year."

AN advertisement is being run in the Boston street cars by the Audubon Society, calling attention to the enormous slaughter of tern or "mackerel gulls," to furnish trimmings for ladies' hats, and the consequent destruction of the young birds through starvation. The announcements plead with the women to discourage this unmerciful destruction of these birds and others of the feathered tribe, by refraining from using wings or breasts of birds. The cards are embellished with a cut of the tern in full flight. It indicates how easily advertising may be used for other than commercial aims.

THE *Acologist* is a Chicago medical monthly that came into life with this new century. Not the least interesting part of this interesting little publication is the account it gives of its aims and purposes:

An independent journal of rational medicine, used as a vent for the acologic celebrations of its editor. Kindred spirits who possess individuality, who are willing to tell what they think, what they do and how they do it, are invited to contribute to its pages. A limited amount of space is open to advertisers of repute; the expenses of such publicity will be made known to interested ones upon application to the publisher or his agents. Relative to the individual opinions expressed by contributors, the editor washes his hands, reserving the right to espouse such as he deems worthy. Discourteous and anonymous communications will be met with a stony glare.

A CIGAR manufacturer in Bangor ran the following unique ad in the daily papers there the other day, the ad occupying five inches across the bottom of a whole page: THE TWO GREAT TEMPERANCE WORKERS.

The B. C. M. Cigar, Mrs. Carrie Nation. Mrs. Nation tries to knock out the evil of intemperance by smashing saloons with a hatchet.

The B. C. M.'s way is not warlike. It uses moral suasion. By its fragrance it coaxes the drinker to better ways. When you have a dime and think of buying a drink with it, just change your mind and buy a B. C. M. The smoke will be so good that you'll forget all about the drink, and you'll be better and happier.

Really, when it comes to removing temptation, Mrs. Nation isn't one-two-seven to the B. C. M. Cigar.

A. Lewis, Dispenser of Havana Incense as an Aid to Better Living 12 State St., Bangor.

THE Chicago *Times-Herald* pays ten dollars to the want advertiser whose ad contains in its first line the greatest number of two certain letters, these being selected by the proprietor of the paper and deposited in a vault each Saturday morning. All ads received for Sunday's issue are judged by them. No "freak" combinations are permitted, and the competition is apparently purely one of chance. Is it a "lottery"?

UNDER the title, "Let the Head Decide," there appears in the *American Kitchen Magazine* (Boston, Mass.) for March, an advertisement of Cottolene from which the following interesting arguments are extracted:

The head ought to have something to say about what the stomach receives and how the food is prepared. Now, the difference between lard and Cottolene is the difference between the hog and the cotton plant. There's nothing delicate or attractive about the hog—he offends all our senses. Look at him, hear him, touch him, smell him, taste him! On the other hand, you have White Cottolene made of refined vegetable oil, as clean, pure, sweet and healthful as the Southern sun produces it, with just enough choice and wholesome beef suet added to give the oil consistency. Think of the difference between Cottolene and lard and let the head decide what to use for shortening and frying.

MR. HARRY EDWARD RAGON, a young man who lives in Bath, Me., and who seems to be well regarded there, judging from the character of the recommendations he supplies, is soon to reside in an auto office car, whatever that may be. It is not very clear from Mr. Ragon's circular just what the car will be; but the impression is left that it is an office on wheels in which advertising space will be sold and from which business will be solicited and secured. A guarantee is given which states that for the exact amount paid by each advertiser there must accrue at the end of one year twenty-five dollars in sales for one in cost of advertisement; that is, if fifteen dollars is spent three hundred and seventy-five dollars or a refund on the cost of the advertisement that will give this proportion. Who will now say that advertising is a gamble?

GUARANTEED CIRCULATION RATINGS.

From 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures, based upon a statement received from

its publisher, was not true as given.

This system of guarantee was discontinued in 1897, after between three and four thousand dollars had been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not disposed to countenance the Directory in its efforts and were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from nightmare after the guaranty was withdrawn. On the other hand, however, there has since appeared a class of publishers (small in numbers) who have expressed a desire for the resumption of the guaranty system, and their willingness to assume a share of the burden it entails. After due consideration of the applications of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher—the guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed. The publishers of the American Newspaper

STAR, every evening except Sunday, Sunday morning, and **WEEKLY**, Wednesday; independent; eight to sixteen pages 15c; subscription—daily \$3, Sunday \$1, weekly 25 cents; established 1890; William R. Nelson, editor; The Kansas City Star Co., publishers.

Circulation—Daily: Actual average for 1895, **59,660**; for 1896, **63,268**; for 1897, **70,765**; for 1898, **81,006**; for 1899, **86,196**; for 1900, **88,906**. **Sunday:** In 1895, **B.** In 1896, **B.** In 1897, **B.** Actual average for 1898, **89,110**; for 1899, **86,608**; for 1900, **88,525**.

Weekly: Actual average for 1895, **105,865**; for 1896, **113,676**; for 1897, **113,173**; for 1898, **129,410**; for 1899, **131,916**; for 1900, **155,831**.

The absolute correctness of the latest circulation rating accorded the Kansas City Star is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy. Publisher's announcement.—AWARDED FEBRUARY 15, 1899, BY



LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING, TO "THE KANSAS CITY STAR;" THAT PAPER, AFTER FOUR MONTHS' CAREFUL WEIGH-

ING OF EVIDENCE, HAVING BEEN PRONOUNCED THE ONE PUBLISHED WEST OF CHICAGO WHICH GIVES AN ADVERTISER THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. THE STAR accepts all advertising on condition that the paid circulation of its daily and Sunday editions exceeds 80,000 each issue and that the paid in-advance circulation of its weekly edition exceeds 150,000 each issue, or no charge whatever is made. The circulation of its daily and Sunday editions is more than double the combined circulation of all the other Kansas City dailies, and its advertising rate is less per thousand of circulation than that of any other paper west of Chicago. Kansas City advertisers pay THE STAR annually more money than they pay to all other local mediums.

Directory have often expressed the opinion that not one newspaper man in the United States could be found who would for one moment hesitate to kill the American Newspaper Directory if he had the power and could exercise it in the dark. The position of the Directory publishers on this point has, however, been somewhat shaken of late by receiving several responses to the guaranty offer made to papers accorded a circulation rating in actual figures in the Directory. These responses are equivalent to subscriptions sustaining the work of the Directory, and indicate a change of attitude on the part of some (a very few) of the leading papers of the country. It is gratifying to note that, after thirty-three years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers are, in the fourth decade of their work, actually receiving some substantial encouragement and aid (however small) from men who conduct the best class of newspapers and make a practice of letting their actual issues be known. Correspondence on this subject may be addressed to GEO. P. ROWELL & Co., Publishers of the American Newspaper Directory, No. 10 Spruce St., N. Y.

THE New York Court of Appeals on March 12 decided the case of the *Fourth Estate* in favor of William Pinkey Hamilton. Ex-Judge Thomas Allison, 59 Liberty street, New York, was counsel for Hamilton.

A PROMINENT Western shipper says that he believes there is much in the naming of a railroad, or at least in the exploiting of a short title under which to put forth advertising. He believes that popular names such as "Wabash route" or "Niagara Falls line" are much better than the full name of a long titled corporation, as brevity is necessary in any phrase that is to live in the public memory. But he also believes that every shipper who has had occasion to hunt up the corporate names of such roads as the "Nickel Plate" or "Big Four" has cursed the shortsightedness of advertising these lines under a pseudonym, to the exclusion of the longer name under which freight is received. Few shippers can tell off-hand what the shorter titles stand for, and it is probable enough that not a few shipments and passengers have gone over to a rival company on this score.

A "FALSE advertising" bill has been introduced in the Illinois State legislature, intended to "regulate and prohibit sensational or false advertisements in newspapers or otherwise," and providing for a censor who will sit on the publicity of the State. Among other things it provides that no false "bankrupt sales" shall be conducted without goods which have really come through the vicissitudes of such stocks, and the penalty for a false "fire sale" is one hundred dollars. The legislature looks upon the measure with considerable favor, for a State censor is provided for at a salary of \$3,000, while of deputy censors at five dollars per day there will be no paucity. Bona fide advertisers are generally indifferent to the proposed novelty, while some of the large Chicago department stores have openly favored it, believing that it will tend to drive a certain objectionable element out of trade.

The advertiser who carefully scans his copy of the *Mail Order Journal* will not waste his time. There is food for thought in it.

A CORRESPONDENT sends PRINTERS' INK a collection of advertisements of Welch's Grape Juice, and asks the Little Schoolmaster to note certain marked phrases or sentences as being "bright sayings." A few of these are reprinted here:

Welch's Grape Juice is the juice of choice Concord grapes, pressed on the spot where grown. The juice is heated and put in hermetically sealed glass bottles—no change takes place—no time for any change. Welch's is bottled grape deliciousness.

It is not a preparation. It's the goodness and healthfulness of finest grapes in a form for use the year round.

Welch's Grape Juice is the life of the grape. It is a blood maker—it makes the blood young again. It makes pallid cheeks rosy—it makes dull eyes sparkle—it makes the weak stomach hungry. It builds up the blood, but does not heat and harm like wine.

It is the most sustaining liquid diet in severe sickness, at the same time the weak stomach will retain it—it stays down when other food is rejected. It creates an immediate vigor from which there is no reaction.

It's nature's finest food and drink. All that is of value in the grape is embodied in Welch's.

It is told of a representative of the Philadelphia *Ledger* that he recently visited Chicago and St. Louis, and calling on the advertising agencies, found that the estimate clerks, being young men, had never heard of the *Ledger*, and did not seem to know there was any such paper. A bright advertising man in Washington, speaking of the Baltimore *Sun*, expressed himself in a somewhat similar way, and when told that the *Sun* makes money, a whole lot of it, said, "Yes, perhaps it does; but think how much more it might make. Look at the advertising columns of the *Sun*, then at those of the Washington *Star*." Here is food for thought for the people who are running the Baltimore *Sun* and the Philadelphia *Ledger*. In the present day if a paper is not going to keep up with the procession it had better secure a comfortable lot in a cemetery somewhere while it has life enough to select one with judgment.

AN ad with a high class appearance is likely enough perhaps to impress people with the idea that the goods advertised are above the ordinary.

THE *American Advertiser*, a PRINTERS' INK baby hailing from Delhi, N. Y., wherever that may be, says that "PRINTERS' INK is growing in interest." This seems to imply that the Little Schoolmaster is not yet as interesting as eventually it may be made. In this connection it is to be noted that PRINTERS' INK is offering a sterling silver sugar bowl for the best trade paper, the one that, all things considered, appears best to conserve the interests of the class it represents. "Briefs" from the publications who believe they "fill the bill" will be welcomed; also opinions from readers.

OF an eighty-page book entitled "Fulton, N. Y.," issued by the Morrill Press of that town, the publishers modestly assert that it is issued in the hope to satisfy a natural demand, persistently expressed, for a portrayal of the beauties of Fulton and the Oswego River; that the aim was to make it more than a passing souvenir by adding historical and descriptive matter to the illustrations; and that the task was undertaken with a desire to further the interests of Fulton and not in the expectation of any direct personal benefit. The publishers acknowledge generous pecuniary support and encouragement from enterprising business men and leading citizens. The book describes the early history of the place and surrounding territory, the geographical location and natural advantages, such as canals and water power. It contains a fine series of halftone engravings of bridges, canals, public buildings, churches, schools and business establishments. A history of Fulton, beginning with colonial days on the Oswego River, by Charles D. Lathrop, is an interesting part. To those contemplating something similar it certainly will be full of interest. They will enjoy the mechanical as well as literary perfection attained.

EVERY advertising man, whether he owns an advertising agency, is an independent adwriter, or is working for others on a salary, should send his name and address to the editor of PRINTERS' INK to be filed in a list of advertising men now in process of compilation.

THE *Evening Post*, in a recent article on advertising art, says that many of the elaborate pictures and big letters put by advertisers on houses and walls are not done by ordinary house painters, but are the work of artists, some of whom have studied in Parisian studios. The cheaper work done by the mechanical painters brings only \$10 or \$15 a week, while the artist-workmen can make \$50 a week. One of the latter "is instructor in a Brooklyn art school," and another—the painter of the biggest portrait ever attempted—has studied five years in Paris. They take up this work because it pays when the pictures they would like to make are in slow demand. These good workmen take with them miniature models of the work they set out to do. In the case of a very familiar picture which was displayed from one end of the United States to the other, when it was first brought out, one man was hired for the sole purpose of painting that one design, and to do this he traveled from Maine to California. There is a difficulty sometimes in finding places for these pictures, so men are hired who do nothing else but go about and obtain permission from owners to put up billboards on their premises—to use a vacant wall, or decorate a fence or roof. Large prices are sometimes paid for this privilege. In one place, in the middle of the shopping district, \$6,000 a year rent is said to be paid, on account of its special availability. And, according to the *Post*, this sum is not unusual. The pictures that are put up are "absorbed" often from French art periodicals. But, says the *Post's* writer, not all the wall pictures are individually made. There are some of machine production after the manner of the lithograph process.

THE headlines of an ad should present a brief synopsis of the important features of the ad. If the merchant can sell "\$3 shoes at \$2," he should say so. Then he can tell why he can do it.

FREDERICK HAMMANN, a clerk living in Brooklyn, New York, was selected by the New York *Journal* to test the new consumption cure of the specialist, Dr. Hoff, of Vienna. Hammann returned to New York a week ago, apparently recovered. The *Journal* of March 10 devoted two pages to an account of the case from the beginning to the present time. The two prescriptions, given by Dr. Hoff, were reproduced in the center of the double page. Paragraphed alongside was this statement: "If your local druggist finds difficulty in compounding these prescriptions you can have them filled by Eimer & Amend, 205 Third avenue; Reid, Yeomans & Cubit, 140 Nassau street, or Dorn's Pharmacy, West Ninety-third street and Columbus avenue, New York City. The price is 90 cents for the two, express charges extra." A member of the firm of Reid, Yeomans & Cubit stated to PRINTERS' INK that this story, while an excellent advertisement for the three firms mentioned, did not cost them a penny. He stated further that wise persons got wind of the coming announcement of the case, and, foreseeing the interest that would be taken in it, and the consequent demand that would arise for the prescription, a component part of which is a peculiar and scarce drug, attempted to corner the supply of this drug, in which they were fairly successful. The filling of the prescription was therefore confined to a very limited few, the three firms mentioned among them, the newspaper discovering this fact by sending out reporters to make inquiries. The results from this publicity are said to have been immediate. Monday morning following the publication the druggists named were flooded with orders from buyers in person and mail orders are still coming in from all parts of the country.

THE advertiser not familiar with the German language finds it impossible to make himself acquainted with the popular features to be found in the Sunday edition of *Das Morgen Journal*, of New York. The paper costs five cents, for which it supplies its public with five sections. One of these is devoted to news, another to illustrated articles of contemporary interest, a third to translated editorial essays by Edgar Saltus, Max O'Rell and others; then there is a section of funny illustrated pictures, a "comic supplement," so to speak, and one of "romantic worlds," in which fiction is put. It is interesting to note that in this last named section Maurice Thompson's "Alice of Old Vincennes" is running serially. Even Maurice might have felt proud of such a distinction.

A REFORMED NEWSPAPER.

SAN JOSE, Cal., Mar. 6, 1901.

Editor of PRINTERS' INK:

In looking over the American Newspaper Directory for 1900, I notice as to the rating of the *Herald*, after the word "circulation," four asterisks, with a reference to note at the foot of inside cover of Directory, which note says that four asterisks indicate that the Directory people paid at one time \$100 for the discovery of an untruthful statement by the publisher of this paper. I have looked into this matter and find that all this happened while Mr. H. H. Main was the manager of the paper. As to the facts in the matter, I have nothing to say, but would suggest that the *Herald* is now under a new management, and has a different policy than it has had heretofore.

It is hardly justice to the new management to have the sins of the old regime visited upon it. The paper now has nothing to hide. We are willing to give a full and complete statement as to what the circulation is, and all the facts incident thereto, for the next Directory, and if required will give an affidavit stating all the facts. In view of this, we think that in justice to the new management the asterisks ought to be removed from the rating of the *Herald* in the new Directory.

Very truly yours,

THE HERALD CO.,

Per L. E. Bontz, Bus. Mgr.

In New York City when a man marries a widow from what is known as the "red light" district, it does not, as a rule, do him much good to set up that most of her sins were committed during the lifetime of her first husband.

IS IT A LOTTERY?

NEW YORK, March 4, 1901.

Editor of PRINTERS' INK:

In your issue of February 27 on page 43 you tell that the proprietor of a certain remedy put into every alternate package a small rhinestone wrapped in tissue paper with no comment or explanation accompanying it, and that when the buyer came upon the crystal his curiosity was aroused as to whether it was a diamond; that so much interest was awakened and the opinions of experts so varied as to whether the stone was or was not a diamond that the firm was led to believe that it would pay them well as an advertisement to pack a genuine diamond worth \$100 in one bottle of each week's output. You state that the result of this could not fail to impart additional interest in every one of the crystals and no one would part with one until assured that it was not the genuine diamond of the week. You conclude as follows: "Of course, it would not be legal to advertise this practice and thus make a lottery ticket of the medicine, but the question whether the packing of diamonds in this way without announcement or promise really did violate the law is an interesting one."

Putting aside your statement that no announcement or promise of the insertion of the diamond would be made and the consequent question that arises in my mind how the public would know that diamonds were thus placed each week, I believe that your statement that it would not be legal to advertise the scheme and thus make a lottery ticket of the medicine is an error. On page 18 of the same issue in which the foregoing article appeared, there is an interview under the head of "A Successful Prize Scheme," showing how the Davis Mill & Manufacturing Company of Kansas City, Mo., successfully placed coupons redeemable at from \$1 to \$5 each in seventy-nine bags of flour each month. This scheme is identical with the one in question, except that the fact of the placing of such coupons in the bags was advertised, which makes it, if anything, illegal, but, in my opinion, both of the practices are legal.

In order to constitute a lottery there must be present a valuable consideration for the chance in such lottery, either consisting of money, labor or time. In the cases in question, there is neither money, labor nor time expended in the procuring of the prizes. A purchaser receives for the money he expends the full market value of the flour or the medicine, as the case may be, and the fact that he is lucky enough to obtain a five dollar note or a genuine diamond gratis does not, I believe, constitute a lottery as there is no valuable consideration for the effort in trying to obtain the prize, the only consideration in the entire transaction being the price paid for the commodity.

Nothing is paid for any chance, whatever extra the purchaser receives being in the nature of a gift from the manufacturer.

All of the decisions of courts and

opinions of legal writers that I have examined support the foregoing view.

Yours respectfully,

JOSEPH HERZBERG,

206 B'way, Room 13.

About a quarter of a century ago the Lorillard tobacco people adopted a practice of packing a crisp, new hundred dollar greenback every day in a ten-cent package of their Century fine cut. Of course the \$100 was certain to make talk. It did make a lot of it and the scheme was the advertising success of the period. The Century became a popular brand of chewing tobacco and has so remained till this day, but it was understood at the time that the practice of packing hundred dollar bills in the ten-cent packages had to be discontinued because it was a violation of the law against lottery schemes. In this connection the following story clipped from a recent issue of the *Kansas City Journal* possesses some interest:

THE TALE OF THE RING.

The flour merchant at Edgar let the story get out that while he was stooping over his flour bin a \$150 diamond ring had slipped off his finger into the flour. He appeared to be greatly exercised over the loss, got a notice in the local paper, but finally announced with a sigh that he would have to give it up; that he supposed it would turn up in a sack of flour, but he had no idea what one. Well, you ought to have seen the boom that guileless man had in the flour trade. For the next week he had to hire extra help to fill sacks out of that bin. One man, who never bought a sack of flour from him before, came in and laid in a winter's supply. And the smooth merchant whistled softly as he filled the sacks and winked his other eye.

"STORE PAPERS."

Office of

L. ZECKENDORF & COMPANY,
General Merchandise.

TUCSON, ARIZ., March 1, 1901.

Editor of PRINTERS' INK:

Would you kindly put us in correspondence with "syndicates" making a business of publishing "store papers" for retail dry goods trade? By so doing you will oblige.

Yours very respectfully,

L. ZECKENDORF & Co.

L. Raymond, 150 Nassau street, New York City, advertises to supply just what you desire. Other papers that are believed to do the same are *Modes and Fabrics* and *American Queen* of New York, and *Fashions* of Philadelphia.—
[EDITOR PRINTERS' INK.]

ON THIN ICE.

NEW YORK, March 4, 1901.

Editor of PRINTERS' INK:

We have taken the liberty of paying for a three months' subscription for you to *Current Advertising*, Charles Austin Bates' monthly review of general advertising, which will be sent regularly to your address.

As you doubtless know, this is the representative publication of its class, and we are quite sure that it will prove valuable to you.

We would also like to call your attention to our advertisement in the current number, and also in the forthcoming numbers.

If you are not already acquainted with our business we will be more than pleased to get into communication with you, and we feel assured that our relations will be mutually profitable.

We will be pleased to hear from you, stating that you are receiving *Current Advertising* regularly.

Yours very truly,

HENRY VOORCE BRANDENBURG & Co.

The letter printed above, addressed to PRINTERS' INK, was exhibited to Mr. Post, second assistant postmaster at New York, and he was asked if there was any impropriety in the sending of such a letter. After reading it carefully Mr. Post said: "If this is done to any extent it will throw the paper out of the mails as second class matter." He was then asked if the regulations on this point were not indefinite. He said "No," and quoted from the U. S. Official Postal Guide, section 309, page 1.037, as follows:

Where applications are made for entry of publications to the second class, under the Act of March 3, 1879 (Ruling 269, page 1.030, of this Guide), postmasters must require satisfactory evidence that the publications offered for mailing at the pound rate have a legitimate list of subscribers, approximating fifty per cent of the number of copies issued and circulated, by mail or otherwise, made up not of persons whose names are furnished by advertisers or by others interested in the circulation of the publication, but of those who voluntarily seek it and pay for it with their own money, although this rule is not intended to interfere with any genuine case where one person subscribes for a limited number of copies for another.

By the regulation printed above, and Mr. Post's decision, it would appear that it will be all right for Henry Voorce Brandenburg & Co. to subscribe for "a limited number" of *Current Advertising*, but if they do it "to any extent," then *Current Advertising* will cease to

be current through the United States mails.

A BOOK REVIEWING OUT-PUT.

March 6, 1901.

Editor of PRINTERS' INK:

We are about to publish a book and would like to know if there is a list or directory of the best newspapers who make a specialty of book reviews or who would be good people to send editorial copies; we wish to get in touch with them. Thanking you in advance for your courtesy, we are,

Yours very truly,

H. W. FISHER & Co.

The answer to the question depends to a great extent upon the character of the book. If it were a volume on advertising, the best place to send it would be to PRINTERS' INK and some of its contemporaries. If a book on distinctly literary subjects, the *Bookman*, the *Bookseller*, the *Book World*, *Current Literature* and the Saturday edition of the *New York Times* would be excellent. For political subjects it could be sent to a number of big dailies. Each book publisher probably possesses a list of those papers which are best for reviewing his individual output; but so far as we know, there is no list on the market which can be borrowed or bought. —[EDITOR PRINTERS' INK.]

AN EPOCH OF HONESTY APPROACHING.

NEW YORK, Mar. 8, 1901.

Editor of PRINTERS' INK:

Your course seems to indicate that you are interested in truthful statements of circulation by publishers. Perhaps no movement has grown as rapidly as the movement on the part of the advertisers to insist upon some accurate knowledge of what they pay for.

It has been the policy of the association to refrain from arbitrary methods. The public demand will become so strong, in our opinion, that a good sensible epoch of honesty will set in, but this must be brought about by debate and publicity. Respectfully,

ASSOCIATION OF AMERICAN ADVERTISERS.

C. W. Post, President.

A man familiar with pressroom matters at Harper Brothers' says the edition of *Harper's Weekly* is nearer a hundred thousand than it is to sixty; but that of the *Bazaar* has "fallen off—fearfully." After a pause of a second the man added, with almost a show of enthusiasm: "The monthly is all right."

MAGAZINE RACKS.

Office of
BUFFALO FORGE COMPANY.
BUFFALO, N. Y., March 5, 1901.
Editor of PRINTERS' INK:

We have occasion in this office to keep on file for some time back a considerable number of trade papers and magazines, and write to you for suggestions as to how the same can best be done. Will you kindly inform us what in your opinion is the best for such purposes, whether there are any such devices on the market or whether such a special case must be built to order?

Thanking you in advance for any information you may give us in the inclosed stamped envelope, we beg to remain,
Yours truly,

BUFFALO FORGE COMPANY.

The Pope Rack Company, of St. Louis, Mo., manufactures what might not inappropriately be designated as a book case with wire shelves, which would probably serve your purpose. The wire shelves prevent the accumulation of dust. The Little Schoolmaster has heard that this advantage is overshadowed by the tendency of the papers to become entangled in the wires, but in regard to this he is not sufficiently informed to express an opinion.—[EDITOR PRINTERS' INK.]

IN RHODE ISLAND.

One F. N. Hollingsworth, P. O. Box 1835, Boston, Mass., sends out a typewritten communication to the following effect:

They are having a circulation controversy down in Rhode Island, between the *Telegram* of Providence and the *Times* of Pawtucket. The Times Publishing Company has issued an ultimatum to the *Telegram* people in the form of an \$18,000 challenge, which it is publishing in the advertising columns of the other Providence dailies:

"This offer is open to any advertiser or advertising agency that backs up the *Telegram* in its circulation claims. The reason for the publication of this challenge is on account of the misrepresentations that have been made by the *Telegram* in regard to the *Times*."

TIMES PUBLISHING CO.,
Pawtucket, R. I.

The editor of the American Newspaper Directory is pretty well convinced that he detected the Providence *Telegram* in lying to him about its circulation. He has the impression that the *Times* is more truthful, because he has never been able to get from the *Times* any statement sufficiently definite to warrant an investigation.



MR. DOWELL'S JOKE.

The State maps recently published in PRINTERS' INK have naturally attracted considerable attention, partly on account of the reward offered for the discovery of a town not shown on any map which actually does publish a paper with a thousand regular issues or more. Among the interesting communications received is one from the Authors' Press Clipping Bureau, No. 70 Fifth avenue, New York:

NEW YORK, Mar. 2, 1901.

Editor of PRINTERS' INK:

As per your proposition on page 57 of PRINTERS' INK, February 27, I find the following on my list not on your maps:

From towns with a population of 2,500 or over, papers with a circulation of 1,000 or over: Alabama 7, Arizona 3, Arkansas 8, California 16, Colorado 6, Connecticut 10, Delaware 2, Florida 4, Georgia 8, Idaho 1, Illinois 17, Indiana 8, etc. Very truly yours,

WILLIAM F. DOWELL,
Per M. C. D.

When Mr. Dowell was asked how he had discovered so many towns having papers of such unexpected importance, he answered with a perfectly straight face, without a trace of a smile: "In the Lord & Thomas Newspaper Directory."

A SATISFIED customer is often worth more than a full page ad.

THE "WRITE-UP."

One of the oldest fake advertising schemes, and one on which generation after generation of fakirs have waxed fat, is the "write-up." The preliminary work, on this scheme, is the selection of the town to be "worked"—and great care is taken in this selection.

When a town is selected as worthy of the conspiracy against its surplus wealth, a lot of reporters is sent to it; and these visit each business house on all sorts of pretexts, collecting data concerning its personnel, its resources, sales, growth, specialties and methods of business. Marginal notes are made on the reports turned in, after these "inquiring" visits; as, for instance, "Easy—stuck on himself;" or, "Bragg about his window," "Stuck on his army record—work that line," "Give the junior a lot of gush on his advertising—weak there," etc. These reports and information are then handed over to the "writers," who turn out glowing articles, depending in length and "gush" upon the estimated gullibility of the victims.

Then comes into view the "fake" commercial newspaper. It is printed anywhere, but always bears the name "New York" on it, as necessary to make the game go. It is generally a six-page sheet, of regulation newspaper size, and is made up of articles reviewing the conditions of trade in different lines of business, financial reports, the markets, etc., together with column after column of unauthorized advertisements of the great commercial houses, banks, brokers and representative interests. It looks like a "sure enough," progressive, business newspaper.

Armed with copies of this paper "devoted to the financial and industrial interests of the entire world," the canvasser invades the town. He represents to the merchants that this "great journal," which goes into every big commercial house in the country, has decided to "write up" a few "representative business houses" in each city, and then says:

"Here is an editorial review of your business, with a modest refer-

ence to yourself, as we have learned some interesting facts concerning your enterprise," or "your advertising skill," or "your window-dressing faculty," or whatever is the particular weakness of the man who is being solicited. "This 'write-up' will, of course, be printed in any event, but we thought you could use several thousand copies, to be sent around by you to the people of this community. It goes without saying that such an unsolicited testimony, appearing in a great metropolitan industrial journal, will have very much greater weight with your public than would result from ten times the amount expended in your own advertisements in your local paper, for your advertisements are what you think of *yourself*, while this 'write-up' is what is thought of you in the impartial and unprejudiced center of the great markets."

Of course the victim tumbles over himself to get a lot of papers at \$10 per hundred; and after a dozen or a hundred merchants of the town have similarly subscribed, *under contract*, for lots of the papers, varying from several hundred to several thousand, the "great commercial journal" comes into existence just long enough to meet the immediate demand, and then dies until another town is "worked" in the same way, and another occasion requires the printing of the paper. Its "circulation" is the total number of copies ordered by the victims, and no more.

When the papers are received, and the disgusted merchant finds column after column of "write-ups" of various and sundry merchants of his town, including his competitors, and barbers, and massage-parlors, quack doctors, saloons, etc., he grieves that his is among them, and the fulsome flattery which the quack doctor shares with himself in impartial degree, decides him upon the folly of sending out his copies among the people of the vicinage. If he is wise, he dumps them into the waste-basket—but he pays the bill, as the copies were *contracted for*.

In one small town in Pennsylvania over \$9,000 was thus gathered in by the clever "fakir" who

"worked the write-up scheme" there; yet in a few years another set of victims in the same territory will be eager for financial slaughter. Verily, human vanity is the profit of the schemer!—*Keystone.*

AN ADVERTISING BALLET.

A correspondent writes: The latest innovation in advertising on the theatrical stage is now being worked at several London theaters, and may soon be expected to find its way over here. Most theater-goers will remember the clever electric ballets that were produced in some New York variety houses a few years ago. The dancers were suddenly illuminated—by means of a concealed electric battery—on the head, at the shoulders, waist and hands. The lights were in colors, but did not signify anything, although the effect from the front was very startling. This same idea has been turned to good advertising account and each of the dancers is fitted with a large letter, unseen until it is lighted. At the conclusion of each "pas" the front row of dancers come down to the front of the stage, which is darkened. Suddenly the lights burst forth on each girl in the ballet, and you read "Eat Quaker Oats" or "Try Lipton's Teas" or some other well known phrase. The next row of dancers forms another illuminated sentence, say "Read the *Mail*," the third another advertising phrase, and so on. These ballets are very costly, as each dancer must either carry a small battery on her person, or a connection has to be made by a spear or sword which she carries stuck in the stage just where a larger battery is concealed. Obviously the advertiser must pay for the publicity, and I think in a well attended house the results should be profitable.

WENT HIM ONE BETTER.

The London *Telegraph* tells a story of a shoemaker who wanted a motto to put up over his shop, and was persuaded to adopt the phrase:

MENS CONSCIA RECTI.

(Mind conscious of virtue.)

His rival opposite at once went him one better, and had put up:

MEN'S AND WOMEN'S CONSCIA RECTI.

A VITAL COUNT.

The real, the vital count against the department store is that it viciously demoralizes values in the public mind. It is immoral to sell a book, or a pair of shoes, or a handkerchief, as a bargain, so low that if everything were sold on the same basis you would go into bankruptcy. Whatever reduction in prices comes from lucky purchasing, from better system, from clever advertising, is legitimate and proper. But every article ought to bear its fair share of all fixed expenditures, and carry a margin of profit as well. Otherwise the bookseller, or the shoe-dealer, or the keeper of a thread-and-needle store has good reason for complaint. He is a man among men. If, to make both ends meet, he is compelled to charge \$1 for what you sell at fifty cents, his character, as well as his trade, suffers. Customers know that he must charge a little more, because his expenses must be a greater element than those of the department store. But he balances that disadvantage in a lot of ways. He is easier to reach, and the customer is not jostled about, and the wait for change is not so annoying. He can stand competition so long as the department store does not sell things at an actual loss. When it does, his customers say to one another: "Why, that man Jones must be almost a swindler. He tried to make me pay fifteen cents for a handkerchief, and I saw it was just the same thing that I got at the Cosmopolitan Cash Store for eight cents. I never mean to go into his store again." *Fame* honestly thinks the small dealer has been wronged, bitterly wronged, in this way.—*Fame.*

THE ADVERTISING LAPIDARY.

Did you ever watch a lapidary cutting a diamond? First he carefully selects the stone for the purpose intended, paying heed to weight, shape, color and purity of the gem in the rough. Then he lays out the plan of cutting to make the most of every fraction of a pennyweight of the precious, crystallized carbon. Then he patiently cuts and polishes. The successful advertiser is the diamond cutter of art and words.—*Publicity by Specialists.*

THE "BECAUSE" FEATURES.

An English firm of advertising contractors have issued a circular pointing out the following "good reasons why you should advertise in Hull":

Because it is the third port in the kingdom.

Because it has a growing population of a quarter of a million.

Because it has a ratable value of £1,000,000.

Because it has 60,000 inhabited houses.

Because it has the largest annual pleasure fair in the kingdom.

Because it has over eighty places of worship of all denominations.

Because it has thirty-seven public schools, with 45,600 scholars and 1,037 teachers.

Because it has ten miles of electric car service.

Because it has a large shipbuilding and engineering industry.

Because it has a vast fishing enterprise.

Because it has enormous docks available at any tide.

Because its staple industries are oil, cake, seed and paint manufacturing.

Because it has twenty-two banks and branches.

Because it has 500 friendly and trade societies, with approximate membership of 60,000.

Because it has 101 acres of beautiful parks.

Because it has over 1,300 National telephones in use.

Because it has 250 factories—large and small.

Because it has eight public and private libraries.

Because it has five first-class places of amusement, also eight halls.

Because it has six newspapers and other periodicals.

Because it has eight diverging railroads.

Because it has new corporation street improvements now on hand costing many thousands.

Because it has two volunteer corps, with nearly 2,000 members.

STEALING THUNDER.

An Eastern soap house is advertising Olivio soap, with the inference, of course, that it is made of olive oil.

The R. T. Booth Co., of Ithaca, N. Y., spends thousands of dollars in telling about the advantages of their soap, "made from the fresh, green leaves of the Tasmanian Blue Gum"—our familiar eucalyptus.

A firm of manufacturing chemists in Chicago recently made an effective window display in several of the leading Los Angeles drug stores for Orangeine, and among the advertising matter they used splendid lithographs of navel oranges very freely. It is needless to say that Orangeine contains no suggestion of the orange or any of its products. It is simply a catchy name.—*Pacific Coast Advertising*.

GOVERNMENT'S DAILY PAPERS.

Congress has its *Congressional Record*, which is published daily when the Senate and House are in session. Most of the departments prepare bulletins, which are issued daily in certain periods of the year. The Department of State has its *Advance Sheets of Consular Reports*, which, to quote from the preface, are "issued daily, except Sundays and legal holidays, by the Bureau of Foreign Commerce, Department of State." It is the most regular publication, from year's end to year's end, of the government. What it gives are the latest reports from the United States Consuls in every part of the world. Take, for instance, a late issue. It contained five articles, sent in by consuls in regard to the following subjects: Artificial Coal in Germany, Foreign Carpets in Turkey, Syrian Textile Imports, Hints to Exporters of Woolen Goods, Spanish South American Steamship Service. The consular reports are available, free of charge, to any citizen of the United States. It is a new departure. The fact that the United States has led in the prompt publication of its foreign industrial and commercial news must be attributed to the presence in the State Department of trained newspaper men, who appreciate the importance of getting information to the public before it has lost its usefulness. Hon. John Hay, the present Secretary of State, and Mr. Frederic Emory, the Chief of the Bureau of Foreign Commerce, which issues the government's daily periodical, are both experienced journalists.—*Saturday Evening Post*.

THE ART OF TELLING.

If you have the goods to sell, say so in the plainest, straightest talk you can give. Tell the people the exact truth as much as if you were under oath. If you have goods two yards wide and only half wool, say so in your ad. There won't be any need of going into ancient history and telling all about how such goods happened to be invented. People who find the cloth desirable only want the bargain.—*Bakers' Helper*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

ALABAMA.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an all advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

THE EAGLE, semi-monthly, 4 pages. Send for rates. A. R. DAVISON, pub., Kempsville, Ala.

ARKANSAS.

THE AFRO-AMERICAN, Madison, Ark., is a popular and widely circulated weekly newspaper devoted to the interests of the colored race. Advertisers reach these people by advertising in the paper that interests them. There is no paper that gains their attention quicker than does the **AFRO-AMERICAN**. No similar paper in this section covers the same field as the **AFRO-AMERICAN**. For advertising rates and sample copies, address, **AFRO-AMERICAN**, Box 5, Madison, Ark.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$2.00 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY, DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

NEARLY one million Italians reside in the United States. The best way to get their trade is by advertising in **L'ITALIA**, the old and reliable Italian newspaper which enters every Italian household in the United States. Address Main Office, 101 E. Harrison St., Chicago, Ill.

MARVELOUS—The substantial growth of East St. Louis, Ill., is a marvel. "With no Boom" it has increased one hundred per cent in a decade. Manufacturing interests have found in her contiguous coal fields and numerous railroad lines, the desired requisites for an ideal location. Her municipal institutions have kept pace with her commercial progress. Her churches, schools and public buildings evince the spirit of material progress, while her excellent library, containing many thousand volumes, attests the ethical progress she has made. Advertisers cannot afford to ignore this growing metropolis, and can find no better medium to address the best citizens of East St. Louis than the **JUVENILE MONTHLY**. It reaches the progressive and intelligent citizens. It is the women's favorite. It is progressive. For rates address, **ADOLPH B. SUESS**, East St. Louis, Illinois.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. **GEO. L. KNOX**, Pub., Indianapolis.

THE TIMES, Worthington, Ind., an independent Republican newspaper, published weekly and twice a week. Worthington is 70 miles southwest of Indianapolis, the State capital and is a busy manufacturing center. With its weekly and semi-weekly editions the **TIMES** reaches the homes of many prosperous families. Its value as an advertising medium is well established. Address for rates and sample copies, **A. PALMER & SON**, Publishers, Worthington, Ind.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MINNESOTA.

THE ROSEAU REGION, official paper of Roseau County, Roseau, Minnesota.

SVENSKA AMERIKANSKA POSTEN, Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,592. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. **SVAN J. TURNBLAD**, Publisher, Minneapolis, Minn.

MAINE.

THE Rockland (Me.) DAILY STAR is the only daily in Knox and Lincoln Counties. "Advertisers get best and quickest results from the daily paper."

IF you want to reach Eastern Maine your ad must be in the **Rockland COURIER-GAZETTE**. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

NEW YORK.

THE GAEL—the leading American-Irish magazine—a handsomely illustrated monthly magazine devoted to the literature, language, music, art, industries, antiquities, etc., of Ireland. It is the only distinctively Irish literary magazine catering to the millions of refined and cultured Irish and Irish-Americans in the United States and Canada. Being the only non-sectarian and non-political Irish magazine published in this country, it is taken and read by members of all parties and of all denominations.

Published monthly at 150 Nassau St., New York. Subscription price \$1.50 per year. Advertising rates on application.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a Year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/2-page \$25, 1/4-page \$20, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

ADVICE on adv. mail order, \$10. Trials ads, any line, \$1. G. M. WATHAN, R. 80, Brownell, Lincoln, Nebraska.

REACH PROSPEROUS SOUTHERN PEOPLE By placing your ad in **THE ILLUSTRATED YOUTH AND AGE**, Nashville, Tenn. Circulation 25,000; rate 15 cents per line.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in the best of the United States noted for its famous wheat fields.

AGENTS on gummed paper, perforated and stripped, ready for immediate use. Postage stamp size, type written. Our 1911 list of active agents (male and female) now ready. Fifteen thousand up-to-date agents that want your proposition. \$2.00 per 1,000. Any quantity. Address, **AGENTS' WORLD**, Philadelphia, Pa.

GOD AND THE CITY.

By The Rt. Rev. **HENRY C. POTTER**, Bishop of New York. Cloth, 25 cents. May be ordered through any bookseller or will be sent postpaid for the price by the Abbey Press, Publishers, of 114 Fifth Avenue, New York, London, Montreal and elsewhere, who always issue interesting works.

TO REACH THE FARMERS

of Jackson County, Minnesota,
you should advertise in

THE LAKEFIELD STANDARD

Largest Paper. Largest Circulation.
Best Results. Lowest Rates.

ADDRESS

CRAWFORD & CRAWFORD, Proprietors,
LAKEFIELD, MINNESOTA.

Imposing Stones

Georgia Marble, 2 inches thick—strong, durable, well-made.
Special Price, 50c. sq. foot, cash with order.

THE GEORGIA MARBLE FINISHING WORKS,
CANTON, GEORGIA.



CLIENTELE

No paper published in Troy has a stronger individual following than

The Sunday News

This can be best demonstrated by a trial trip.

The only paper in Troy having a flat rate,

50c. Per Inch.

THE SUNDAY NEWS,
TROY, N. Y.

AUTHORS Manuscripts suitable for issuing in volume form required by established house. Liberal terms. Prompt, straightforward treatment. Address

SEEKING A

PUBLISHER.

BOOKS, 141 Herald 23d St.

FORTUNES FOR PEOPLE.

If you wish to start in business, trade or profession along the lines of the Great Northern Ry., which runs through the States of Minnesota, Montana, Washington and British Columbia, or along the line of the Union Pacific, running through the States of Kansas, Colorado, Nebraska, Utah, or along the line of the Chicago & Northwestern, running through the States of Illinois, Wisconsin, Minnesota, Iowa, Michigan, Nebraska, Kansas and Wyoming, address for full particulars respecting the opening and population to **LOUIS HALL**, editor "American Adviser," 87 Washington St., Chicago, Ill., who will furnish you all information free of charge.

Send 10c. for sample copy of

Ranch and Range

a profusely illustrated monthly magazine, descriptive of the scenes, wonderful resources and opportunities of the great West. Better send \$1 for a year's subscription and receive the premium of a beautiful embossed booklet of **ROCKY MOUNTAIN WILD FLOWERS**, sent prepaid.

618-C20 Charles Block,
Denver, Col.

Missouri Postmaster

DE SOTA, MO.

A progressive monthly publication devoted to the interests of the postal service. Twenty pages. Subscription price 50 cents. This paper has a strong circulation among the employees of the United States postal service and they are interested in the information it contains. It is a good medium for advertisers who wish to reach this class of buyers. Send for sample copies and advertising rates.

W. E. CROW, Editor and Publisher,

DE SOTA, MO.

"THE EDMORE JOURNAL,"

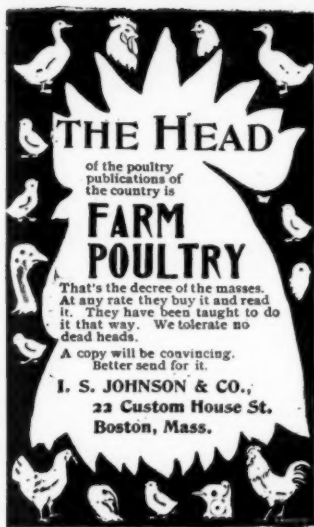
.....ALL HOME PRINT.....

"A LIVE PAPER FOR LIVE PEOPLE."

Located in center of Western Michigan's Great Fruit Belt and Potato-Raising Country.

J. R. WARREN, JR.

EDMORE, MICH.



THE HEAD
of the poultry
publications of
the country is

**FARM
POULTRY**

That's the decree of the masses.
At any rate they buy it and read
it. They have been taught to do
it that way. We tolerate no
dead heads.

A copy will be convincing.
Better send for it.

I. S. JOHNSON & CO.,
22 Custom House St.
Boston, Mass.

Phillips & Co.,

1133 Broadway, New York.

ADVERTISERS ALL OVER THE WORLD.

Among others we represent :

Mariani & Co., Vin Mariani; J. N. Jaros
& Co., Russian Teas; Prince Brancacio,
Royal Table Oil; Lengert Wagon
Co., Bloomer Safety Three Wheeler;
Kuro Chemical Co., Kuro Remedies;
Medicura Soap Co., Medicura Soap;
Frank Teller & Co., Royal Blue Cigars.

We also have other large accounts
under way. We are prepared to handle
more. It is to *your* interest to have *our*
service, if you are a beginner or old-timer.
We charge a fair compensation and do
good, effective work.

THE ADVISOR,

published by us, is the leading advertis-
ing trade magazine in the world. Sub-
scription price \$1 per annum, and choice
of valuable premiums. Send for sample
copy—mailed free upon request.
THE ADVISOR is an example of our work.

PHILLIPS & CO.,

1133 Broadway, New York.

AN HONEST CIRCULATION.

Why use papers of unknown cir-
culation, or that refuse to submit
satisfactory proof of circulation,
when a few, including FARM NEWS,
have no secrets and base contracts
on a guaranteed and proven circulation? *You lose if you
don't use FARM NEWS, Springfield, Ohio.* Have it on
your 1901 list. Consult your agent about FARM NEWS.

THE AMERICAN FARMER CO., Springfield, Ohio.



The Patriot

HARRISBURG, PA.,

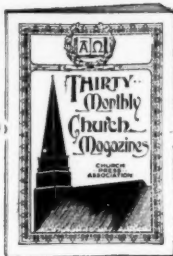
is a paper that goes into the homes. It does not
acquire a large circulation through street sales.
Thousands of its subscribers do not take any
other newspapers. Do you realize their pur-
chasing power? Do you want their patronage?

50,000
CIRCULATION
20 Cents
PER AGATE LINE

Results, our only inducement and most eloquent argument for advertisers to continue their orders with us. A TRIAL ORDER, single insertion, will show what OUR publication will do. Send us a one time order only. Key your advertisement and watch the returns and you will be another one of our best friends.

The Animal World,

Published monthly at
248 West 23d St., New York.



Published for **Thirty Leading Churches** of different denominations in Philadelphia, New York, Boston, etc.

EACH MAGAZINE

is personally edited by the Pastor of its own church and read with a peculiar personal interest by his own people. The finest families in the United States. We print a different magazine each day of the month—the thirty in thirty days—and use the same set of advertisements for all. This economy in printing and business management makes them

AN EXCELLENT ADVERTISING MEDIUM for the general advertiser, as proved by the fact that they carry such ads as: Pease's Soap, Ivory Soap, Baker's Cocoa, Unecda Biscuit, Van Houten's Cocoa, Campbell's Soups.

And many others on annual contracts. They pay other advertisers and will pay you. Send for specimen copies and rates.

THE CHURCH PRESS ASSOCIATION,
200 So. 10th St., Philadelphia.

**THE
EVENING
JOURNAL**

**JERSEY CITY,
NEW JERSEY.**

THERE is no paper in New Jersey with a more respectable or better satisfied clientele of advertisers than THE EVENING JOURNAL. The best houses in New York, Newark and all the establishments in Jersey City continually use its pages, because they find that advertising in the JOURNAL PAYS.

**Average
Daily Circulation
in 1899
14,486**

**in 1900
15,106**

MY DON JUAN HUSBAND,

The latest LITERARY SENSATION OF PARIS, by Marcel Prevost, author of the audacious "Letters of Women," will begin in the March number of the
PARISIAN ILLUSTRATED REVIEW.

**NEWS-
DEALERS**

Will please
send for special
trade rate
on this offer.

SPECIAL OFFER! \$2.00 WORTH FOR \$1.00.

Send this advertisement to the PARISIAN REVIEW CO., or hand it to your newsdealer, with \$1.00, and secure the magazine for one year, including a **three Months' Trial Subscription Free**, for some friend. Designate in your order clearly which of the two names is entitled to the full year's subscription. This offer is open for one month. Regular Subscription, \$1.50 per year. 15 cents per copy. On all news-stands.
PARISIAN REVIEW CO., 150 Fifth Ave., N. Y.

Evansville Morning Journal

Established 1852.

Leading Republican daily in Southern Indiana.

EVANSVILLE JOURNAL CO., Evansville, Indiana.

Department Stores

You can give a superb magazine for women to your patrons, equal in all respects to the *Ladies' Home Journal* and containing several pages of your own announcements and advertisements, and no competitive advertising whatever at the mere cost of paper and printing. Why? A new magazine, equal to the best, wants circulation. Will spend a lot of money to get it. This is YOUR CHANCE. A patron pleased is a permanent customer gained. Nothing pleases a woman more than to get *something for nothing*. A beautiful interesting magazine will delight all women and permit you to send your announcements to just the right people at a smaller cost than regular newspaper advertising. This arrangement will be made with only one store in any one section of the country, so *write for particulars at once* to L. RAYMOND, 150 Nassau St., New York City. Our offer applies as well to large

COUNTRY STORES.

To General Advertisers.

In making up your advertising list for the season's business, you are earnestly requested to inquire of the local merchants, and learn the true worth of the Columbus, Ohio, **DAILY CITIZEN**.

We believe you will find the same second to none as an advertising medium in Central Ohio.

The **CITIZEN** is liberally patronized by all the large advertisers in the city of Columbus—is published daily, except Sunday, and has a guaranteed circulation of over **20,000** copies daily.

It will be to your interest to investigate the standing of

The Columbus Citizen

before deciding on the paper you will use in that city.

E. T. PERRY,

MANAGER EASTERN OFFICE, 103 TRIBUNE BUILDING,
NEW YORK.

Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
10,000	10,000	9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

SPECIAL NEWSPAPER REPRESENTATIVES.

The Daily Reporter

Indianapolis, Ind.

is read by bankers, manufacturers, wholesale and retail merchants, professional and business men, etc. Has a circulation of 5,000 amongst a class who are able to buy, do buy and will buy.

THE REPORTER PUB. CO., Publishers,

77 Old Journal Building, Indianapolis, Ind.

One Advertisement in the Home is Worth One Hundred on the Highway.

If you contemplate exchanging commodities
for coin, you must go where the coin is.

***Take This
Truthful Tip***

DON'T SQUANDER YOUR MONEY ON BILLBOARDS.
DON'T PLUNGE RASHLY IN DAILY NEWSPAPERS
DON'T WASTE TIME IN CIRCULARIZING.

But Be Wise and Secure Space with the
Purveyor's Pilot to Publicity and Profit

New York Home Life

AMERICA'S LEADING MAGAZINE

It circulates wherever the Eagle flies its wings. It is a home paper for home-loving people. Its editorial staff comprises some of the brightest lights of metropolitan journalism. Its monthly output is **250,000** copies, of which more than **180,000** go to paid-in advance subscribers. An announcement in **New York Home Life** will stamp your goods with the "Hall" mark of unimpeachable merit.

POINTERS FOR THE PRUDENT.

While the advertising rates for **New York Home Life** are now but sixty cents per agate line, there is apt to be an advance in the price for its space in the near future. Therefore if you wish to remain on the ground floor, make long-time contracts immediately.

Now is the time. The subscription price of **New York Home Life** is one dollar per year. A sample copy will be sent to any address on receipt of ten cents, stamps or silver.

Address all communications to

THOS. H. DAVIS, General Manager.

NEW YORK HOME LIFE, 1293 and 1295 Broadway,
New York City.

The Only One and That's
THE
Kansas City Times

You cannot do without a good medium in the great Southwest.

When placing your advertising for the coming year consider this territory, then consider

The Best Medium

THE KANSAS CITY TIMES covers an exclusive field but not a limited one. THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

Rates on Application.

THE KANSAS CITY TIMES

A. A. LESUEUR, Editor. RAYMOND P. MAY, Business Manager.

S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

47, 48, 49 & 59 TRIBUNE BLDG., N. Y. 469 THE ROOKERY, CHICAGO.

IN the expenditure of money every business man's aim should be to get the best value at the lowest possible cost.

If this policy of business economy is strictly adhered to, success is bound to follow.

The newspapers that give the advertiser net paid circulation are beyond question of doubt the safest and most profitable to use.

For this reason the four papers comprising the Scripps-McRae League, the Cincinnati Post, the Cleveland Press, the St. Louis Chronicle and the Covington, Ky., Post, should come under consideration first by the advertiser in the selection of newspapers.

The Cincinnati Post's daily average for the year 1900 was 129,768 copies.

This is a much larger actual net paid circulation than can be proven by any other daily newspaper in Cincinnati.

Besides thoroughly covering the city of Cincinnati, it is delivered into 1,734 towns in that section of the country.

The subscribers in most of these towns receive the paper by carriers on the afternoon of the day of publication, thus taking precedence over the home paper.

The Post is an eight-page paper, bright, clean, newsy and up to date in every respect.

It is one of the most fearless and independent newspapers published in the country.

It not only reaches the select few but goes into the homes of the real consumers.

Advertisers who key their advertisements will find the Cincinnati Post produces greater results at less cost than any other daily newspaper in that territory.

The city of Cleveland, Ohio, has become generally known throughout the advertising world as a "one newspaper town." This speaks volumes for the Cleveland Press, as every advertiser knows the Cleveland Press is the one paper to use exclusively to cover Cleveland.

The St. Louis Chronicle covers the wage-earning population of St. Louis and vicinity more thoroughly than any medium that can possibly be used in St. Louis.

Its advertising patronage has increased wonderfully during the past year, and it stands to-day one of the most reasonable advertising propositions in the Mississippi Valley.

The fourth paper in the Scripps - McRae League, the Covington, Ky., Post, has a circulation exceeding 12,000 copies daily, which is larger than any newspaper published in Kentucky, outside of Louisville.

For rates and further information address F. J. Carlisle, Manager Foreign Advertising, 53 Tribune Building, New York, and 116 Hartford Building, Chicago.

Freedom

The month of February had four Sundays and two holidays, leaving only twenty-two working days. Even with this short month I filled 882 orders, which is an average of forty a day. This may seem a picayune amount, but an ink man knows what it represents, considering that I employ no salesmen and every order must be accompanied by the cash, otherwise I don't ship the goods.

I was too much of a patriot to open my store on the birthdays of Washington and Lincoln, although I knew that some of my competitors would be doing business. The memory of these illustrious men was too dear to me, as I tried to imitate them when I struck the first blow in the ink business.

Washington had a long and bitter fight for the freedom of our country, and was successful. Lincoln gave freedom to the slaves, even though it cost thousands of lives and millions of dollars, and nearly disrupted the nation. I gave freedom to printers from the bondage of high prices, even though it cost me the enmity of every one connected with credit ink houses, from the bosses down to the factory help. My struggle was a hard one, and for a time looked hopeless, but the silver lining appeared at last, and I won my battle.

Uniformity of prices was unknown. The printer on the first floor paid one dollar for his ink, while the fellow on the top floor was charged two dollars for the same thing.

Discounts ranged according to the "pull" you had or the height of the building the ink man had to climb.

When you buy from me you can rest assured that your neighbor is not favored, as my prices and terms (cash in advance) are the same to all. Send for a copy of my price list.

ADDRESS

Printers Ink Jonson
13 Spruce St., New York.

Street Car Advertising.

We are always told that Cincinnati is a hideous, smoke-grimed city. And so it appears to the traveler who merely rushes through on a West-bound train or "stops over" for a night on business. But if it happens to be one's good fortune to know Cincinnati and its surroundings a little better, then it is a very different place. The city is nicely situated and is blessed with a pushing, wide-awake population; recent census returns give it as 325,902. These last two persons do not ride in the street cars—the others do.

The location of Cincinnati makes it the center of a large internal trade, and its railroad and water connections render it one of the most important commercial centers of the West.

As to the street car service of Cincinnati—the cars are clean, rapid, commodious and modern in every particular. They are well lighted, well run, and cover every point of the city, the suburban villages of Clifton, Avondale, Walnut Hills and other nearby places.

Cincinnati has always been considered a good city for advertisers to invest in, and has given good returns for the investment. Her street cars have proven profitable to general and local advertisers alike. This, after all, is natural, since her people get their information as to what to buy, and where to buy, from the people's directory—the street cars. In a city like this, where the street cars are so exceedingly well patronized, they must and do form a very good way of reaching the buyers of the community.

The street cars are a good place to advertise wines and whiskies, and many manufacturers and local dealers have taken advantage of this opportunity to sell their goods. H. Grossman, the Cincinnati wine merchant, advertises quite extensively in the local cars, and has built up a liberal trade. His cards contain

all the information necessary about the goods, and the reader is thus able to choose what he wants, determine the price, and call up the store on the 'phone and have the goods sent C. O. D.

This is not what could be called a beautiful announcement, but it is direct and, what is more, it sells goods.

Said a member of a prominent Cincinnati firm :

"We are firm believers in the efficacy of street car announcements. We change ours every week, and, do you know, we've

educated the people to look for them. They seem actually to know and remember the day we change. Let me tell you of an actual incident. Last winter, through the fault of the printer, the word 'too' was spelled 'to' in one of these announcements. Within an incredibly short time we were flooded by personal and written corrections. We were quick to realize that the public reads the car cards."

There is no doubt as to the great interest that is being taken in street car advertising at the present day. It is one of the cheapest and surest ways of reaching the great public.

The Smith & Nixon Piano Company is one of the largest local advertisers in Cincinnati, and their cards are always attractive and to the point. The card shown here, while not the best, will give an idea of what they do in this line.

The entire advertising privileges of the Cincinnati street cars are owned by Messrs. George Kissam & Co., 253 Broadway, New York City. The methods employed in taking care of the business in these cars are up to date and complete, and the treatment of the advertiser is liberal. The system of changing and checking the cards is accurate and thorough. The excellent display afforded advertisers, together with the good appearance of the cars throughout, add greatly to the credit of this enterprising firm.

While street car advertising in Cincinnati is only an item for national advertisers, whose annual expenditure runs up into many thousands of dollars, it is for some local advertisers their exclusive means of publicity. Others have been successful in the Cincinnati cars, and, as their business expanded, have, as a



consequence, extended and nationalized their advertising, while still remaining in the Cincinnati cars.

This card of W. T. Wagner's Sons' Vichy has done much to popularize this drink, and it has proven an effective bit of advertising. It is carried in most of the Cincinnati and suburban cars and is a familiar sight to passengers.

In the case of the advertiser who produces a certain brand of goods which he wishes to popularize among consumers, he is always and everywhere a confirmed expansionist. He seeks to bring the world to the use of his goods. Street car advertising enables him to save time and money by telling the possible buyer of his article that it can be bought at any grocery, drug or dry goods store, as the case may be.

The W. G. Woodmansee Piano Company is another piano firm that appreciates the advantages of street car advertising.



CHICKERING—Artistic and the world's standard.
 HARDMAN—The Piano that improves with time.
 VOSE—Superior in price. Exemplified in the Van Pelt.
 STERLING—Simply in the neighborhood of the perfect.
 Pianos Co.
 ANGELUS and MILLER GUERINIAN Piano Shop.
 Our SPECIALS This Week \$200 and \$300 Uprights.
 THE W. G. WOODMANSEE PIANO CO.
 355-357 N. Fourth St., N. W. Cor. 4th and Race.



The card reproduced here is one that is much admired. In one corner is a colored picture of a beautiful woman, enough in itself to attract attention to the reading matter on the card. This firm handles many well-known advertised pianos, and

this local advertising reaps the benefit of and follows up the general advertising done by the manufacturer.

The results from local and general advertising have been similar, in that they have both been profitable. This has emphasized and continues to emphasize the fact that street car advertising is a trade creator. It pays if done well.

The druggist who advertises the fact that he keeps fresh drugs stands a good chance of getting more trade than the man who does not. The person with a prescription to be filled will go a long way to get fresh drugs. This card of Dow's Pharmacies treats the subject in a clever fashion and makes a good showing in the Cincinnati cars. Other druggists will find it to their advantage to follow the ex-

Fresh drugs at low prices
 For all the people all the time.
 Four stores down town and
 One on Walnut Hills.
 DOW'S PHARMACIES.

ample of this enterprising firm and get their advertisements in the street cars.

The advertising appeal from seller to buyer should be adjusted so that it will be direct and effective. Not only should attention be gained but held, while information about the advertised article is imparted in a way to produce a favorable and convincing impression. This is the aim of all good advertising. Naturally, if you have a better article than some one else, or a more interesting way of telling about it, you will get more attention than any one else. If you are anxious to do more business, if you want to forge ahead, you should try the street cars. What they have done for others they will do for you.

Here is one of the neatest and cleverest cards seen in a long while. The man beside the old, battered can with the human visage and the smart and trim appearance of Witt's can

on the opposite side of the card furnishes a strong contrast. These cards are carried in all lines of Cincinnati cars, and the humorous truth contained between the two contrasting pictures provokes a smile whenever read.



It remains only to suggest to the advertiser contemplating a street car advertising campaign, that in placing his contract he should be careful to select a firm that controls the best cars, in the best cities, and who are responsible and have the interests of their customers at heart.

Messrs. George Kissam & Company have an enviable position in this regard. Their business is of long standing, and their reputation for just and proper treatment is national.

Good service and a perfected system enable advertisers to get better returns for their money—facts that should be appreciated.

Street car advertising is a great method of advertising, and to those who use it the most, its possibilities seem to grow greater every day. It was once considered an adjunct—to-day it is an essential.

Messrs. George Kissam & Company have offices at 253 Broadway, New York City, and in fifteen other cities throughout the country.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

To make the punishment fit the crime I would recommend that the person who is responsible for the ad reproduced below be sentenced to wear a saw-edge collar for at least a week. The idea of a business man owning up that he is doing a good thing for his customers because a competitor forces him to. No doubt that is the truth, but what is the use of putting it so bluntly? Who will ask for a service that is so grudgingly offered, and what good is there in offering to do something and saying in the same breath that you don't want to and wouldn't if you didn't feel obliged to?

It's no credit for any business to work for nothing, but the Troy replaces worn out neckbands free of charge because others do.

Seems Thoroughly in Earnest.

Shoes That Need No Breaking In

At last we've got it—a shoe for ladies that really is made to fit the natural foot; a shoe that will wear longer and retain its shape better than most ladies' shoes because it fits as though it were the skin of the foot itself; and a shoe that comes in high-grade leathers of guaranteed quality, priced popularly. We gave our order direct to the factory; we had these shoes made up especially for our trade and exactly according to latest ideas of shoe perfection. We know that for fit, comfort, style and durability these shoes cannot be excelled in all the wide world; we'll pit them against the best \$5 shoes you can get anywhere.

This new \$3 line comes in patent leather, enamel, box calf and vici kid, heavy and light weight. We have specially light dancing boots in two very pretty styles; and a showing of storm boots in box calf, enamel and heavy tan Russia calf that easily lead the shoe displays of Bangor town. \$1.00—one price straight through—\$3.00.

Good.

\$1 Straight-Front Military Corset

We keep on talking \$1 Straight Front Corsets—not because we haven't plenty higher-priced sorts, but as proof of our ability to produce in the low-priced kinds the same features that have popularized the more expensive makes, and what's more we take as much pains to make you comfortable in one of these \$1 corsets as if you paid \$5 or \$10. An expert fitter to fit any corset free of charge, no matter what the price.

It's a Good Scheme to Take Time by the Forelock in Merchandising.

Shirt Waists

A display of new spring styles that will be of wide interest. A fair proportion of this gathering is of imported waists—very effective styles and wholly different from anything yet shown. Handsome effects—both Paris and New York products—in lace and embroidery trimming.

The new white lawn—many dainty, elegant styles, at 85c to \$10.50.

Colored lawns, madras, percales, dimities, all the light summery fabrics are represented—in a wide variety—though the task of collecting the best styles has just begun. 75c to \$12 for these new colored waists.

Another Striking Headline.

Take Your Eyes To Wilso

That's the thing to do if there is anything the matter with them.

That's the thing to do if you are in need of glasses.

Do you have any trouble with the eyes that you think requires attention?

Perhaps you need glasses and perhaps you do not. Wilson will tell you.

This Is Interesting Because It Explains A Good Example of Convincing Brevity. Things.

"Losing Sight"

A well known fact of our "losing sight" is the improvement of distant vision. The sight is going away from us. We gain at a distance what we lose near by. The gradual failing of the eyesight compels us to increase the strength of reading glasses. The question arises: Is it advisable to combine reading glasses with distance glasses; can we accommodate these people without injuring their eyes? We can, with double-focus spectacles, each glass adapted to its special purpose. The upper part for distant, the lower part for near vision. These spectacles are called "Franklin Glasses," because Benjamin Franklin was the inventor of them.

Double-vision glasses, correct examination and testing of eyes with latest instruments a specialty of mine.

A Market That Backs Its Price Argument with Prices.

Buy Meats Here To-morrow

You will save by buying meats here to-morrow.

Through buying largely and buying right we are able to offer you prices for to-morrow considerably lower than you generally pay for meats of equal quality.

And the quality is all that it should be. This market does not sacrifice quality in its meat sales. We offer you good meats at low prices.

Poor meats at low prices you can get anywhere at any time.

These prices show real meat bargains:

Chickens	12 1/4c lb
Turkeys	14c lb
Small fresh hams.....	10c lb
Fresh shoulders.....	7c lb
Small home-raised spare rib	10c lb
Porterhouse steak.....	14 and 16c lb
Sirloin steak.....	14c lb
Shoulder steak..3 lbs. for	25c
Round steak..2 lbs. for	25c
Prime rib.....	14c lb
Pot roast...6, 8 and 10c lb	
Blade rib roast.....	10c lb
Plate beef.....	5c lb
Plate corn beef.....	5c lb
Hamburg steak.....	10c lb
Shoulder lamb.....	6c lb
Legs lamb.....	10c lb
Lamb chops.....	12c lb

Got a Cough You Don't Want?

Reed's White Pine with Tar will cure it. No need to worry if you take a dose of this cough medicine as soon as you feel the cold coming on.

Get a bottle of Reed's White Pine with Tar when you have a cough. 25 cents.

Interesting.

New French Bath Robes for Men

Wonderful as it may seem, here are some men's French bath robes at \$3, that are the equal of any made in this country at \$5. Just another instance of how well it pays to go after things, instead of letting them come to you. Without a doubt these are the best robes we've ever had for the money. Our buyer had them made for him while he was abroad—told the maker just how he wanted them, pointed out every little wrong he had noticed in other robes, and the result is about as near perfection as we can get. Comfort depends on how a robe is shaped—these are the best shaped robes at the money that we know of. Made of Terry cloth, something on the order of Turkish toweling, but of much better quality and softer than that used in the American robes at the same price. And they'll stand any amount of washing. With hoods and capes. Three patterns in four colors each.

Straight to the Point.

Do You Want a Good Farm?

Then here is an opportunity you won't run across again. This farm is located within 5 minutes' walk from the East Windsor Hill trolley line; comprises 60 acres of choice land and house, barns, etc.

It is a fine tobacco farm, the land being well adapted for raising this valuable crop. It has 45 Jersey cows, 3 horses, 160 fowls, etc. There is a great variety of farming tools. The buildings are in good condition.

RIPANS

The force of will is a potent element in determining longevity. This single point must be granted without argument. Under equal circumstances the man with more grit and courage will be longer lived. Some people have died who might just as well have lived—had they resolved to live. It does not follow, however, by any means that nature should not at times be properly assisted to properly perform its functions. To do this, a more proper remedy than Ripans Tabules could hardly be chosen. Ripans Tabules, while generally curing, or greatly benefiting sufferers from indigestion, dyspepsia, constipation and a generally disturbed nervous system, are of the greatest importance and value as a tonic to prevent disorders in the harmonious functions of the body. *They are for men, women and children. One gives relief.*


Ten for **5** cents.

There is scarcely any condition of ill health that is not benefited by the occasional use of a R.I.P.A.N.S. Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 60 cents. For children the chocolate coated sort, 7½ for 25 cents, are recommended. For sale by druggists.

Thirty-third Year.



The American Newspaper Directory for 1901, first quarter, complete unit, is **NOW** ready for delivery. It is the first installment of the New Century and the thirty-third year of its own consecutive mission. It is more complete and contains more practical business information than any of its own predecessors and more than any other directory ever published. The circulation ratings of all the newspapers and trade publications published in the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications—are radically revised to date. It contains a summary of experience compiled for advertisers that could not easily be acquired in a whole lifetime. Price \$5, carriage paid. Address

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street,  New York.